



## **NEPSAC**

### **Social Media Policy**

The NEPSAC social media policy ensures that any and all interactions on behalf of NEPSAC by a NEPSAC Coaches Association represents its best interests. The policy is fluid and will be adjusted as situations arise.

The NEPSAC social media policy applies to social media accounts created to represent NEPSAC Coaches Associations. Those running these accounts should always keep in mind that they represent NEPSAC at all times.

#### **OFFICIALLY RECOGNIZED NEPSAC SOCIAL MEDIA ACCOUNTS**

- In order for a NEPSAC Coaches Association to have an officially recognized NEPSAC social media account, the administrators must contact the NEPSAC Executive Board and provide contact/login information, or allow them to create it on your behalf.
- The NEPSAC Communication Specialist will review the social media policy with all administrators. The NEPSAC Communication Specialist should be used as a resource for the Coaches Associations for any social media needs. The NEPSAC Executive Board will make the final decision in any situation regarding the use of social media.
- If you wish to have an account created for a NEPSAC Coaches Association, please contact the NEPSAC Communications Specialist at [communications@nepsac.org](mailto:communications@nepsac.org) and the request will be brought to the NEPSAC Executive Board.

#### **ACCOUNT ADMINISTRATORS**

- All social media accounts officially recognized by NEPSAC must have a coach or an athletic administrator, employed by a NEPSAC member school, as an account administrator at all times.
- Administrators shall not use NEPSAC Coaches Association accounts for personal use. At all times you are representing the brand of both your coaches association and NEPSAC, not yourself as an individual.
- Should an administrator of an account leave for any reason or no longer wish to be an account administrator, it is that individual's responsibility to designate another NEPSAC member school coach or athletic administrator to be an account administrator prior to removing themselves from that role.
- The NEPSAC Communications Specialist shall be notified when a new administrator takes over, or of the most up-to-date login information for the account in question before the staff turns over. This ensures that if there is turnover in a NEPSAC Coaches Association, NEPSAC will still be able to access any and all accounts.
- NEPSAC Coaches Association members identified as administrators of accounts are responsible for managing and monitoring content of their officially recognized accounts.
- Administrators are responsible for removing content that may violate NEPSAC Code of Ethics and Conduct.

## **CONTENT**

- Use good judgment about content and respect privacy laws. Do not include confidential information about NEPSAC, member schools, staff, or student-athletes.
- Do not post any content that is threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.
- Representation of your personal opinions as being endorsed by NEPSAC or any of its Coaches Associations or member schools is strictly prohibited. You may not use the NEPSAC name or logo to promote any opinion, product, cause, or political candidate.
- By posting content to any social media site, you agree that you own or otherwise control all of the rights to that content, that your use of the content is protected fair use, that you will not knowingly provide misleading or false information, and that you hold the NEPSAC harmless for any claims resulting from the content.
- Know the terms of service of the social media platform being used; be sure to understand and follow the terms of service of any social media platform you use.
- NEPSAC has the right to remove any content for any reason, including but not limited to, content that it deems threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.
- Always include citations when using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos. Provide a link to the original material if applicable.
- Refrain from using information and conducting activities that may violate local, state, or federal laws and regulations.

## **USAGE GUIDELINES**

- Use social media to create your program's best image, as your page is likely visible to more people than just your selected friends, followers, or subscribers.
- Use social media to get involved with the NEPSAC community and learn what's happening.
- Use social media to advertise your association's events.
- Use good judgment with your social media accounts and postings. What do you want future NEPSAC athletes, administrators, faculty, staff, and families to see?
- Remember that although NEPSAC may not be monitoring Facebook, Twitter, or Instagram at all times, they may act on any violations of law or NEPSAC policy if brought to their attention.
- Remember that once you post something, it may live forever, even if you take it down.
- Do not engage in a negative conversation in a public space.

## **USAGE OF "NEPSAC" AND NEPSAC LOGO**

- "NEPSAC" and the NEPSAC logo are registered trademarks of the New England Preparatory School Athletic Council and may not be used or displayed without permission.

Adapted from: <https://aupanthers.com/sports/2020/1/31/social-media-policy.aspx>