



Canadian Ski Instructors' Alliance Social Media Policy

Applicable to: Board Members
Employees
Sub-contractors
Volunteer Committee Members

Effective Date: May 12, 2012

Related Policy/Procedures:

CSIA Code of Conduct
CSIA Director Policy Agreement and Disclosure
CSIA Employee Disciplinary Policy
Course Conductor Service Contract
National/Regional Operating Agreement

Social Media Guidelines:

At CSIA National, we are aware of how online social computing platforms such as blogs, wikis, social networks, and all sorts of social media both inside and outside of the CSIA, are transforming the way we interact. Online collaboration enables people to share knowledge and ideas regardless of rank, title or experience. These guidelines cover all social media platforms including but not limited to:

- Social Networking Sites (Facebook, Myspace, Foursquare, LinkedIn)
- Micro-blogging sites (Twitter)
- Blogs (including CSIA and personal blogs as well as comments)
- Video and Photo Sharing Websites (Flickr, Youtube)
- Forums and Discussion Boards (Google groups, Yahoo! Groups)
- Online Encyclopedias (Wikipedia, Sidewiki)

Why a Policy?

The lines between work and personal life can become blurred. In general, what you do on your own time is a personal decision. However, some activities in or outside of work or a volunteer role you play on behalf of the CSIA can negatively affect your performance, the performance of others and the overall CSIA brand. When interacting through social media channels your stature and credibility among your peers may be as a result of your affiliation with the CSIA through direct employment, contractor status or as a Board or Committee volunteer. The following guidelines will assist those impacted by this policy by maintaining the standards synonymous with our organization's professional Code of Conduct, thus ensuring our brand is protected within the public domain.

Think before you post:

Keep in mind that most online social computing platforms are like public marketplaces – what's out there is available for all to see. On social platforms, the boundaries of professional and personal information are not always very clear. Note that what you publish online will be public for a very long time. What you post will reflect on you, and the organization you represent. Your online behaviour should be consistent with the CSIA's Code of Conduct, applicable National and Regional policies, procedures and relevant employer/sub-contractor agreements.

Conduct:

Please bear in mind that the tone you use online can be interpreted in different ways by your readers, due to the method of non-verbal communication used. Do not engage in any conduct that would not be acceptable in your workplace or that is unlawful. For example, do not make derogatory remarks, bully, intimidate, harass other users, use insults or post content that is hateful, slanderous, threatening, discriminating or pornographic. Do not conduct CSIA business using social media platforms unless otherwise authorized to do so and comply with all CSIA copyright and intellectual property rights.

Disciplinary Action:

CSIA National reserves the right to evaluate inappropriate use of social media platforms by individuals that may negatively impact our brand and if necessary consider such behaviour by its members as a breach of our Code of Conduct or unlawful act by a member of the public. Appropriate disciplinary action will be taken in either case to maintain the integrity of the organization as deemed appropriate.

Final Thoughts:

Use of social computing platforms in accordance with this policy can be a very effective and powerful means of communicating with friends, fellow members and the public at large and can enrich the relationships gained through your affiliation with the CSIA. Above all, please use good judgement; be respectful to others and constructive in your social networking interactions.