

## **Saskatchewan Physical Education Association (SPEA) Social Media Guidelines**

### **November, 2013**

#### **Mandate:**

**SPEA is a provincial non-profit incorporated organization that provides quality leadership, advocacy, and resources for professionals in physical education and wellness, to positively influence the lifestyles of Saskatchewan's children and youth. The main objective of the organization is to promote and support active healthy lifestyles through the development of physical education, recreation and sport at all levels of the educational system.**

With the recent creation of the SPEA Twitter and Facebook accounts, it is imperative to set guidelines as to how social media will assist in SPEA meeting the current mission and strategy of the board. Social media is meant to be utilized as a means to advocate for physical education in Saskatchewan as well as growing SPEA's membership base while meeting the needs of SPEA members who now utilizes social media as a tool in their personal and professional learning networks.

#### **Some key things to remember when posting on SPEA's behalf:**

Exercise a common sense approach when utilizing social media. Be open and honest about who you are, but remember, if your privacy setting are set to high, there is no such thing as privacy on the internet.

Before you post as a SPEA board member, ask yourself these three questions:

- Does my post support physical education in Saskatchewan?
- Does my post support our mandate of quality leadership, advocacy, and resources?
- Is my post timely in response to questions or current online discussion and trends relating to physical education in Saskatchewan?

The social media coordinator is ultimately responsible for maintaining the SPEA Twitter and Facebook accounts, therefore, the social media coordinator is expected to monitor and post on the channel on a regular basis. All board members are allowed and encouraged to post on the channels. If a board member intends to post on new programs and initiatives, said information needs to be vetted through the social media coordinator and any other executive portfolio positions to maintain clear and consistent communication.

#### **Dealing with Comments in the SPEA Online Community**

Members of the online community will speak about SPEA. We hope that these comments will be positive in nature, but the board needs to be prepared for negative comments. Regardless of the type of comments, a timely response will be required. Any type of comment should be met with a thoughtful reply to continue to build the SPEA online community.

If in the event a negative post appears about SPEA, the following steps should be taken by the social media coordinator dependent on the type of comment posted.

If a negative comment is posted about SPEA... <sup>1</sup>	
1. Can the complaint be turned into a positive information opportunity?	If yes, the Social Media Coordinator will respond, and if need be, direct the complaint to the appropriate executive portfolio.
2. Does the post have misinformation in it?	If yes, the Social Media Coordinator will respond with correct information. Social Media Coordinator will direct comment to appropriate executive portfolio.
3. Will the post damage our community?	If yes, the post will be removed by the Social Media Coordinator. The Social Media Coordinator will inform the board of the comment, and the board will decide how to respond to the comment.
4. Does the post contain inappropriate or purposefully inflammatory language?	If yes, the post will be removed by the Social Media Coordinator
5. Is a poster in the community repeatedly posting objectionable things because SPEA keeps responding?	If yes, the post will be removed by the Social Media Coordinator. The Social Media Coordinator will inform the board of the comment. The Social Media Coordinator will use personal judgement when to stop responding.

### **Copyright**

Please respect copyright. Credit sources appropriately when posting links. Never assume because it is on the internet, it does not carry copyright.

### **Personal and Professional Social Media Accounts**

You may choose to advocate for physical education in Saskatchewan through your personal social media account. If you are going to promote information not yet sent out by the social media coordinator, please consult the social media coordinator and any other executive members (i.e. resources, curriculum) before sending messages.

Keep in mind your own school division's social media policies when personally posting as well as the Saskatchewan Teachers' Federation Code of Ethics.

**Some simple Do's and Don'ts When Interacting in the SPEA Online Community:<sup>ii</sup>**

<b>DO</b>	<b>DON'T</b>
<ul style="list-style-type: none"><li>• Be professional</li><li>• Be responsible</li><li>• Be transparent</li><li>• Be respectful</li><li>• Think before you post – remember your post is going to a wide audience</li><li>• Be factual – be sure you can back up what you say</li><li>• Ask questions – if you are unsure of a post, contact the Social Media Coordinator</li></ul>	<ul style="list-style-type: none"><li>• Post anything that can be construed as controversial, especially endorsing resources that may be in conflict with our paid advertisers</li><li>• Post anything you do not want the public to see. Would you show your post to your grandma?</li><li>• Post anything offensive or obscene</li><li>• Reveal confidential information</li><li>• Mislead or misrepresent the truth intentionally</li></ul>

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<sup>i</sup> Adapted from *Nonprofit Social Media Policy Workbook*. Retrieved from:  
<http://www.legacyfdn.org/PDFs/Social%20Media%20Wkbk.pdf>

<sup>ii</sup> Adapted from *The Art of Listening: Social Media Toolkit for Nonprofits*. Retrieved from:  
<http://greenlining.org/wp-content/uploads/2013/09/The-Art-of-Listening-Social-Media-Toolkit-for-Nonprofits.pdf>