



EDMONTON
TRIATHLON
ACADEMY

COMMUNICATIONS POLICY

Communications Policy

Revised by the Edmonton Triathlon Academy Board 'July 8, 2021'.

Social Media

The Edmonton Triathlon Academy (ETA) recognizes the role social media plays in modern communication. As such, we respect the right of all ETA associates and affiliates to use social networks for self-publishing and self-expression while adhering to our organizational guidelines.

As an ETA representative, your commentary is not only a direct reflection of you personally but also our brand. Commentary that is considered defamatory, obscene, proprietary or libellous by any offended party could subject you to personal liability and damage the ETA's reputation. Once it's on the Internet, it's there forever. In light of this, the ETA has put together some general guidelines for all those affiliated with the ETA. Please take note of the following:

- ▶ Engaging with and sharing content posted by ETA-branded accounts is encouraged and appreciated.
- ▶ Engaging personally with ETA stakeholders, donors, volunteers, board members, sponsors, vendors, etc.) is encouraged and appreciated.
- ▶ Representing yourself as an ETA affiliate, up to and including the use of our logos and branding on your personal profiles, is encouraged. Our Marketing/Communications representative can provide you with suggested language, images and branding guidelines. Please adhere to them.
- ▶ Harassing, threatening, discriminating against or disparaging any individuals through social media will not be tolerated.
- ▶ Sharing any organization-privileged information, including copyrighted information or organization-issued documents, through social media will not be tolerated.
- ▶ Sharing photographs of other ETA athletes, representatives, clients, vendors, suppliers without their permission through social media is prohibited.
- ▶ If contacted by the media or press about any post that relates to ETA business, please refer them to the Head Coach for Triathlon sport-related information and President for other ETA-related business.
- ▶ If you become aware of any violations of this policy, you should report the violation to the President of the Board immediately.