



UCWDC® EVENT DIRECTOR SOCIAL MEDIA USAGE POLICY

Version 1.0

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February 6, 2018	Keith Armbruster	P&P Committee	General Council	Feb. 20, 2018

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1. INTRODUCTION

The United Country Western Dance Council® is an international organization which promotes country western dance by producing festivals and competitions across the world. We host the annual Country Dance World Championships® for couples and line dancers and we advocate country dancing as a social activity for people of all ages and abilities.

1.1 Purpose

At the United Country Western Dance Council (UCWDC) we believe in open communication and you are encouraged to tell the world about your work and share your passion. Whether you do so by participating in a blog, wiki, online social network or any other forms of online publishing or discussion is completely up to you. However, these new ways of communication are changing the way we talk to each other and even to our dancers, target audiences and directors. In order to avoid any problems or misunderstandings, we have come up with a few guidelines to provide helpful and practical advice for you when operating on the internet as an identifiable director or elected official of the UCWDC and its brands.

2. GUIDELINES

First please familiarize yourself with the following;

1. When you discuss the UCWDC or brand-related matters on the internet, you must identify yourself with your name and, when relevant, your role with the UCWDC. Only very few people in this organization are official spokespersons for the organization, if you are not one of them please make clear that you are speaking for yourself and not for the UCWDC. You can use a disclaimer such as, "The postings on this site are solely my own and do not represent the position, strategy or opinions of the UCWDC and its brands.". Please always write in the first person and don't use your company email address for private communications. Please consider that even anonymous postings on Wikipedia can be traced back to the UCWDC.
2. You are personally responsible for the content you publish on blogs, wikis or any other form of user-generated media. Please remember that everything you publish will be visible to the world indefinitely. Common sense is a huge factor here. If you are about to publish something that makes you even the slightest bit uncomfortable, review. If you are still unsure and it is related to UCWDC and its brands, talk to your President.
3. Confidential UCWDC emails (i.e., messages from the President, Executive Committee, and/or Elected Officials to all Directors) should not be shared outside with anyone outside of UCWDC, unless the President provides written consent on behalf of the Executive Council.
4. Remember that you are expected to comply with UCWDC's confidentiality policies, and, if applicable, a confidentiality agreement at all times. It is perfectly fine to talk about your work within the organization and have a dialogue with the dance community but you should not discuss projects, policies, rules, council business, etc. before they are public knowledge. If the judgement call is tough on secrets or other issues discussed, please ask your President before you publish or forward. Please act responsibly with the information you are entrusted with.
5. All media inquiries, or inquiries surrounding organization-related legal and financial matters, and future events should be immediately referred to the President.



6. Respect your audience. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable or offensive in the UCWDC. You should also show proper consideration for others privacy and for topics that may be considered objectionable or inflammatory (like religion or politics). If you are in a virtual world as a UCWDC representative please dress and behave accordingly. We all appreciate respect.
7. Think about consequences. Imagine you are sitting at a dance event and a dancer brings up a rule and states that it "completely sucks". In these instances please remember: Using your public voice to trash or embarrass the UCWDC, it's Directors, Elected Officials, Associate Members, Dancers, Contest Officials, Participants or even yourself is not okay. If you don't have anything nice to say, don't say anything at all.
8. Have you posted something that just wasn't true? Be the first to respond to your own mistake. In a blog, if you choose to modify an earlier post related to UCWDC, make it clear that you have done so and are retracting your previous post.
9. Please respect copyright. If you intend to use the copyright of another, you must use it in accordance with all applicable law.
10. Be aware that others will associate you with the UCWDC when you identify yourself as such. Please ensure that your Facebook, Linked-in, Xing or MySpace profile and related content is consistent with how you wish to present yourself with dancers and colleagues.
11. Even if you act with the best intentions, you must remember that anything you put out there about the UCWDC can potentially affect the organization. As soon as you act on the UCWDC's behalf by distributing information, you are upholding the organization's image. Please act responsibly. If in doubt, please contact the President before you hit the send button.
12. Nothing set forth in this policy is intended to interfere with any rights of Associate Members or Event Directors may have under any applicable law to engage in concerted protected activity or to discuss the terms of their working conditions with or on behalf of other Associate Members or Event Directors, or to bring such issues to the attention of organization at any time.

END OF POLICY