



Social Media Policy for the Far West Athletic Training Public Relations Committee

1. Definition of Social Media.

For the purpose of this policy, social media refers to the use of web-based and mobile applications for social interaction and exchange of FWATA PR and member-generated content. Social media sites include, but are not limited to, Facebook, Twitter, LinkedIn, Instagram, , YouTube, or any other social networking or electronic information-sharing platform.

2. Committee-Related Social Media

a. Objectives of Committee Maintained Social Media.

The objectives for FWATA PR social media sites are to increase member engagement, raise awareness of national, district and state events, and increase web traffic to the FWATA website and social media platforms, inform membership, and increase awareness of the athletic training profession.

b. Key Social Media Contacts.

FWATA profiles are maintained and approved by the FWATA PR Chair, and FWATA PR Social Media Director. If official content by other members would like to be shared via FWATA Social Media, the FWATA PR Chair or the FWATA Social Media Director must approve it before publication. Please note these contacts reserve the right to determine what may/may not be selected for publication due to time restraints and content.

c. Rules for Social Media.

FWATA PR strives to promote open, respectful platforms for member dialogue, engagement and interaction through its social media sites. When participating in the committee's social media sites, FWATA PR asks that members agree to be professional and positive representatives of the NATA, FWATA, CATA, HATA, and Nev-ATA. We ask all social media users to abide by the terms, conditions and policies specific to each social media site, to conduct themselves in a professional manner, respect the views and opinions of others, and demonstrate respect for NATA, FWATA, CATA, HATA and Nev-ATA and its members. We request all users be aware that what you say on social media is permanent.

3. Personal Social Media.

Members should keep in mind that they are representatives of their state and district at all times, even through personal social media accounts. Members should be respectful and professional in order to continually represent the committee and its governing organizations in a positive light.

4. Confidentiality and Copyright.

We kindly ask social media users not to disclose any private or confidential information/images about FWATA, its members, and/or patients on social media networks. We kindly ask all users exercise good judgment in sharing only public information on social media sites.

5. Member Use.

A FWATA member's online presence can impact FWATA as your words, images, posts, and comments can reflect or be attributed to FWATA. As a volunteer, you should be mindful to use electronic media responsibly and be respectful towards others. It shall be considered a breach of acceptable conduct to post on any public or private website or other forum, including but not limited to FWATA's social media sites, or any other electronic or print communication format, any of the following:

-Hateful or discriminatory language or pictures



- Any violation of HIPAA, FERPA, or any other privacy laws
- Pictures or images of any FWATA member participating in an illegal activity
- Language that is detrimental to other social media users, including but not limited to other FWATA, NATA, or state association members

6. Enforcement.

Please note committee related social media networks will be monitored on a regular basis for content appropriateness. Violation of guidelines may result in the removal of content, blocking or removing users from accessing FWATA's social media sites, or other appropriate action.