



## **RCYC Sailing Academy Social Media policy**

Social media is an online platform where people exchange information, hashtags, opinions, experiences to learn, develop and have fun. Whether you are on Twitter, Facebook, LinkedIn, YouTube, Zoom, Instagram or TikTok you are required to follow simple guidelines to avoid damaging the RCYC Sailing Academy reputation.

### **Guidelines**

The following guidelines apply to the use of social media on behalf of RCYC Sailing Academy as well as personal use of social media when referencing to RCYC Sailing Academy.

- Be positive and respectful, and always take the high road. When disagreeing with others' opinions, remain appropriate and polite.
- Do not post content that would harm RCYC Sailing Academy or damage RCYC Sailing Academy's reputation. Remember that even while you are on your own personal time, you are a representative of RCYC Sailing Academy, and people may interpret your online postings or social interactions as though they were official Academy statements.
- Use good judgment when posting comments on any official Royal Cape Yacht Club and Academy sites. Bear in mind that your comments can create liability for RCYC Sailing Academy.
- Be smart about what you publish. Once something is posted, it exists online forever. Ask yourself, "would I want to see this published in the newspaper or posted on a billboard tomorrow or ten years from now?" If the answer is "no," do not post.
- Encourage others to engage in positive interactions on social media.
- Do not share posts involving drugs, alcohol or profanity (swearing, Pornography and any discrimination regarding gender, race, religion and sexual orientation).

*I grant a permission for photographs of me to be used on RCYC Sailing Academy social media platforms.*

### **Violations of the Social Media Policy**

The RCYC Sailing Academy management shall have the authority to monitor and enforce this Social Media Policy.

The failure of any RCYC Sailing Academy Member to adhere to this Social Media Policy shall be considered a violation of the RCYC Sailing Academy Code of Conduct, and shall be subject to disciplinary action, up to and including termination of such individual's involvement in RCYC Sailing Academy, in accordance with the RCYC Academy Disciplinary Procedures.

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Adopted by the RCYC Sailing Academy Management: \_\_\_\_\_

Student Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_