



Social Media Guidelines for BASI Members

1. INTRODUCTION

In light of ever-evolving technologies and online social tools these guidelines aim to provide helpful, practical advice to protect both BASI Members and BASI. Below are the current and official "BASI Social Media Guidelines," which we will review periodically so that they evolve to reflect emerging technologies and online social tools.

At The British Association of Snowsport Instructors (BASI) we believe that online social networking allows BASI Members to engage and communicate in new and more flexible ways by:

- Creating more active relationships
- Provide an open exchange for individuals to learn and contribute
- Delivering greater scope to develop a digital communications strategy for BASI and its Membership
- Create opportunities for dialogue and collaboration for Members, industry suppliers, stakeholders and BASI

The use of social media sites (such as Twitter, Facebook, LinkedIn and YouTube) should be beneficial but it is important that this is balanced with our legal responsibilities and any potential risk to our reputation. BASI seek to encourage responsible involvement in this rapidly growing environment of relationship, learning and collaboration.

2. SCOPE

These guidelines aim to provide helpful, practical advice for BASI Members who are participating in or contributing to any content to what is generally referred to as "social media" communications and/or "user-generated content" (UGC), also referred to as "blogging." Members are also reminded that they should know and follow BASI's Code of Ethics.

BASI currently has administrative involvement with the following online media (this list will be subject to change as BASI's online digital communications policy develops):

- The BASI web site www.basi.org.uk
- Facebook <https://www.facebook.com/BASI.BritishAssociationofSnowsportInstructors> and <https://www.facebook.com/groups/110605128553/> (BASI Telemark)
- YouTube: https://www.youtube.com/user/OfficialBASI?ob=0&feature=results_main

Our Association employs staff part of whose role is to review posts and where practical respond to postings on behalf of BASI – due to the diverse nature of social media BASI will cannot respond to all posts and currently confines itself to those sites it has direct administrative rights with. BASI’s digital communications policy is constantly evolving and it currently regards blogs and other forms of online discourse as primarily a form of communication and relationship among individuals. When the Association wishes to communicate publicly as a company—whether to the Membership, industry stakeholders or to the general public—it has well established means to do so. Only those officially designated by BASI have the authorization to speak on behalf of the Association.

3. GUIDELINES

BASI recognises that the use of online media such as discussion forums and social networking sites can be informative in relation to professional development and working relationships. These guidelines are to help guide your social network posting decisions.

- Be truthful and accurate
- Always be transparent about your affiliation with BASI
- Always identify yourself using your real name and state your relationship to BASI when you discuss BASI or BASI related matters
- Disclose conflicts of interest
- You are personally responsible for any content that you publish. Be aware that your content will be in the public domain for a long time
- If you disagree with others, do so respectfully
- If you publish content which you later recognise as inaccurate, be the first to correct it
- Consider the appropriateness, the tone and content of postings. Postings that are abusive, defamatory or consistently seek to bring BASI into disrepute will lead to disciplinary action
- Be clear that your blog or online comments represent your own personal views or opinions, and the information is not coming from, endorsed, reviewed or approved by BASI. Consider using a disclaimer “The postings on this site are my own and don’t necessarily represent BASI’s positions, strategies or opinions.”
- Do not use BASI, BASI.org.uk in the title header or personal user name of any social network site, web site or within a web site URL (ref: BASI Brand Guidelines for more information)
- Do not post or endorse content on behalf of BASI without prior permission to do so from the Membership & Marketing Team
- Protect yourself and the confidentiality of others and the Association. Whilst you should be identifiable you must protect your own and others’ privacy and personal details
- Strive for high quality with every post, including basic spellchecking
- Try to add value. Provide worthwhile information and perspective
- BASI’s brand strength is a reflection of its Members. What you publish will reflect on you personally and ultimately the BASI brand.

If you are unsure seek a second opinion before posting.

Social Media is not an appropriate channel for raising formal complaints, appeals or providing formal feedback to BASI. It may be more appropriate to call the office directly, email or send a letter. Members are directed to the Associations’ policies governing this area i.e. BASI Feedback & Complaints Procedure.

4. LEGAL LIABILITY

Blogging can be a fun and an engaging activity, but you are legally responsible for your social media postings. You can be held personally liable if your posts are deemed defamatory, harassing, obscene, libellous or in violation of any other applicable law. You may also be personally liable if you make postings which include confidential or copyrighted information belonging to BASI or third parties. In addition any breaches of the Data Protection Act (or Copyright, Designs and Patents Act) may lead to criminal prosecution.

BASI shall not be liable, under any circumstances, for any errors, omissions, loss or damages claimed as a result of your social media postings as an individual Member of BASI. Outside parties can pursue legal action against you (and not BASI) for comments or information in your blog or social media postings.

5. COMPANY PRIVILEGED INFORMATION

In keeping with existing BASI business ethics guidelines, you should not disclose any information that is confidential or proprietary to BASI or to any third party that has disclosed information to you or the Association.

None of BASI's logos and trademarks can appear in your blog or social media postings and the name BASI may not be used for any social media web site titles without the prior consultation and approval being given by the BASI Membership & Marketing Department. Information relating to BASI that has not been made public, such as policy, financial records or documents, strategy, products, images etc., cannot be included in your blog or social media postings.

Your social media postings should not violate any other applicable policy of the Association, including those outlined in the Code of Conduct (Ethics) or related BASI contracts and policies.

If you believe there has been misuse of social media and the spirit of these guidelines has been undermined, you should contact the BASI CEO, Legal Director, Chairman or Membership & Marketing Manager who will investigate further.

If a BASI Member consistently undermines these guidelines, the Association, at its sole discretion, will determine appropriate action which could include disciplinary and/or legal action.

7. DISCLOSURE / DISCLAIMER OBLIGATIONS

BASI is an Association that is committed to open communication with its Members and stakeholders. If you comment on any aspect of BASI's business or any issue in which the Association is involved, you should be transparent (not anonymous) and clearly identify your relationship with BASI.

If you host your own blog, it should clearly state and reflect your personal point of view and must include the following disclaimer (or words to this effect) clearly on your site: *"The views expressed on this post are mine and do not necessarily reflect the views of BASI"*.

You may not use BASI logos or trademarks within your social networking or blogging profile beyond what is specified in the BASI Articles of Association (5.b). The terms "approved by BASI", "endorsed by BASI" or similar BASI strap lines may not be used by individual Members. Please contact BASI Membership & Marketing Team to clarify any questions you may have on the use of BASI logos, Trademarks or endorsements.

9. REVIEW OF POLICY

This policy will be reviewed as a minimum every 3 years or at times of significant legislative or organisational changes.

Date of Next Review

April 2015.