

National Ski Patrol Social Media Guidelines

Fall 2022

The National Ski Patrol (NSP) supports open communication. When patrollers/members speak, write, or post on social media, as members of NSP, we have a responsibility to represent the organization fairly and constructively. Patrollers'/members' online postings can have an impact on their patrols, their resorts, and NSP's relationship with valued strategic partners.

The following guidelines provide practical advice for using the internet as an **identifiable member or employee** of the NSP and its brands.

- Please familiarize yourself with and follow the NSP Code of Conduct, found in Chapter 6 of NSP's Policies and Procedures and available on the NSP members' website. The code of conduct explicitly prohibits bullying, assault, harassment, and the publication of "false information which causes damage or dishonor to the NSP, or results in damaged relations or discredit between the NSP and an NSP Sponsor, industry partner, or any government agency." Conduct unbecoming of NSP members includes using social media to relate untrue, hateful, obscene, profane, or racist posts or comments or posts that are abusive, hateful, or potentially libelous. Members are not allowed to hashtag NSP sponsors or tag members in any posts or comments if that post has any qualities detailed here. No member should post or comment on any topic in the manner described in this section using an alias or fake account which use is intended to hide one's identity.
- When you discuss NSP or NSP-related matters on the internet, you should identify yourself with your name and, when relevant, your role with the NSP. Very few people in the NSP are official spokespeople for the NSP or its brands, so if you are not one of them, you should make clear that you are speaking for yourself and not representing the NSP. Please consider that even anonymous postings can be traced back to you and the NSP and are not allowed under these guidelines.
- Remember that the internet never forgets. This means everything you publish will be visible to the world for a very, very long time. Common sense is a huge factor here. If you are about to publish something that makes you even the slightest bit uncomfortable, review your message carefully. If you are still unsure and it is related to NSP in any way, talk to your Patrol representative or your Division Director.
- The information on the member website is copyrighted, as is any of our learning programs and member management platforms; it is not proper to openly discuss with the rest of the world. If an item features the sentence/statement "for internal use only", that is exactly what it means and is not meant to be forwarded to anyone who is not affiliated with the NSP. There are no exceptions. Messages from our professional or volunteer leadership to all members and employees are not meant for public media.
- It is acceptable to talk about your experiences and have a dialogue with the community. However, please act responsibly with the information entrusted to you. If a judgment call is difficult to discern and things might be best kept confidential, please ask your patrol/unit or region director or even your division director for advice before you publish or forward.

- Do not comment on NSP-related legal matters or confidential personnel actions unless you are an official spokesperson and have the legal approval from the NSP to do so.
- Respect your audience. Don't use ethnic slurs, personal insults, or obscenity. Don't engage in conduct that would not be acceptable in the NSP's workplace or another environment where the NSP is engaged. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory. If you are in a virtual world as an NSP representative, please dress and behave accordingly. Respect is always appreciated.
- Think about consequences. Using your public voice to insult or embarrass sponsors and partners, colleagues, team leaders, co-workers or even you is not okay - and not very smart.
- Have you posted something that wasn't true? Be the first to own and correct your mistake. In a blog, if you choose to modify an earlier post, make it clear that you have done so.
- Please respect copyright. If it is not yours, don't use it. It is very simple. It is that person's choice to share his or her material with the world, not yours. Before posting someone else's work, please check with the owner first. This will apply to anything related to or originating from the NSP, including trademarks and logos.
- Don't cite or reference volunteers, partners, or resort owners/leaders without their prior approval. When you do make a reference, where possible, link back to the source.
- Be aware that others will associate you with the NSP when you identify yourself as such. Please ensure that your social media (Facebook, Linked-in, Instagram, etc.) profile and related content is consistent with how you wish to present yourself to your colleagues.
- Even if you act with the best intentions, you should remember that anything you put on social media about the NSP can potentially harm the organization. This goes for all internal communications and media as well. Examples may include committee reports or newsletters you send out. As soon as you act on the NSP's behalf by distributing information, you are upholding the NSP's image. Please act responsibly. If in doubt, please contact the NSP Office or your patrol/unit, region, or division leadership before you hit the send button.

While you are blogging and interacting, please...

- Treat others with dignity and respect.
- Be honest and transparent.
- Respect the privacy of fellow patrollers and NSP office staff, resort management, partners, etc.
- Share company news and developments (if they're public knowledge); a good rule of thumb is if there's already a link to an article online, it's probably okay to share.
- Share your personal experience with the NSP (e.g., day-in-the-life type of content, community service events, etc.)
- Use common sense. Assume any posts could make their way to the front page of a newspaper.

Conversely, please do not...

- Post hate speech or discriminatory language that may violate the law or company policy.
- Post something if you're not confident that it's legal or is in alignment with the NSP policy; in that case, speak with someone from the NSP office or your patrol/unit director, region director, or division director.
- Engage in online spats or arguments.

And finally ...

We have tried to strike a balance. We want the NSP to embrace social media, which offers us so many opportunities to connect with members, the public, and our valuable partners, extending the reach of the National Ski Patrol. We also hope that our members will take to heart these social media guidelines, and especially the insights that we have accumulated about how to engage on these platforms.

We warmly welcome your feedback. Please contact the NSP office or your local patrol leadership with questions about these guidelines. Given the dynamic nature of social media, we are sure that these guidelines will continue to evolve.