**SOCIAL MEDIA POLICY**

“Treat every post like you’re at a national press conference”

Ravens Social Media Accounts & Behaviour Policy

Branded social media accounts

The Athletics Department Marketing Team has a mandate to promote the Ravens brand on campus and in the community using our most visible and engaging marketable assets: our teams. Our objectives include raising awareness of events, drawing fan support for Ravens games and instilling our Ravens Creed brand attributes in those who engage with our brand.

We want all of our clubs and varsity teams to feel empowered to share their content on social media by having their own accounts, which must be used under the following provisions:

* For all *existing accounts* – teams wishing to retain the accounts will hand off admin/management access to the marketing team
  + Teams will retain access for posting
  + Responsibility to maintain an agreed upon content calendar will be with the team/delegate based on the platform(s) they wish to engage with (e.g. Twitter requires more posts than Facebook)
  + All posts must tag @CURAVENS to facilitate ease of monitoring and also easily flag items we may want to share on the main account
* Any *new accounts* are to be set up & managed by the marketing department
  + Access will be given to a team delegate(s) to post content
  + Same provisions as above re: content publication and tagging
* If we notice breaches in content (e.g. offensive material) we reserve the right to deny future access and/or close the account
* We will report/have closed ANY accounts using our name/brand that do not follow these guidelines.

Don’t want to get an account but still have team content that you’d like to have published? Great – we LOVE content! Email us and we’ll get it out there. We are always open to any ideas that you may have to publish great content – feel free to reach out to us anytime.

*Please do keep in mind that we are managing multiple accounts with over 90 varsity events each year so timing/resources can sometimes come into play – more notice is always best.*

Social Media Behaviour – personal & team accounts

We encourage our varsity athletes to join the conversation and help communicate our messaging in a social media environment by “liking” “following” “re-tweeting” “sharing” and “blogging” our brand; we require the following guidelines to be adhered to. Our followers LOVE interaction with the team/athletes – don’t be afraid to interact!

For personal accounts whereby you have any reference or association with our brand in your personal profile or comments, we ask that you have a disclaimer/sentence pointing out that the opinions and viewpoint(s) are those of the author and not Carleton University.

As athletes, you both represent the RAVENS brand and your own personal brand. For this reason, we request the following guidelines are adhered to for both personal OR team accounts:

* Do not reveal/discuss any possible contentious/sensitive information pertaining to either the team or the school
* Abstain from any comments/verbiage that is or might be construed to be offensive in any way – including but not limited to:
  + Comments of a  racial, religious or sexual orientation nature
  + Comments pertaining to relationships with general or specific members
  + Comments pertaining to alcohol and/or drug abuse
  + Profanity – both in person and in environment (ex. locker room music)
  + Derogatory comments towards any identifiable group and/or individual
  + Negativity towards Carleton University or opposing schools
* Understand that the internet is public domain and once words/images are put out, they cannot be retrieved and may be used and/or published by anyone
* Understand that you are associated with and represent Carleton University Ravens brand and need to be consistent with the values promoted by the brand
* Exercise discretion, thoughtfulness and respect for your peers, the university staff and supporters as well as the social media fans.
* **If you wouldn’t put it on a flier, publish it on the front page of the newspaper, tell your Mom or tattoo it on your body – DO NOT broadcast it via social media channels.**

Be smart about the content you are posting online. It’s easy to forget that you never know who is looking at your online accounts and how it could affect yourself, your team and the university.

If you have any doubt about posting content on these social media sites, please consult the Marketing team. Due to the evolving nature of social media, the policies and guidelines are subject to revision by the Marketing team. We also welcome feedback from the campus community

GO RAVENS!

Carleton University Athletics main social media accounts include:

* + Facebook, <http://www.facebook.com/CURavens>
  + Twitter, @CURavens
  + YouTube, <http://www.youtube.com/OfficialRavens>
  + Instagram: @CURavens