



## **Social Media Guidelines for BASI Members**

These guidelines aim to provide helpful, practical advice to protect both BASI Members, BASI Office Staff and BASI itself.

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
- Providing an open exchange for individuals to learn and contribute
- Delivering greater scope to develop a digital communications strategy for BASI and its Membership
- Creating opportunities for dialogue and collaboration for Members, Industry suppliers, Stakeholders and BASI itself

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 environment of relationship, learning and collaboration.

### **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.”

Activity by BASI members on social media that is identifiable as linking to BASI, or other BASI members etc. is governed by the BASI Code of Ethics and current BASI Policies.

The BASI Code of Ethics applies to ALL members: <http://www.basi.org.uk/documents/COE.pdf> and should be read in conjunction with The BASI code of Ethics Guidelines: <http://www.basi.org.uk/documents/COEG.pdf> and current [BASI policies here](#) in particular, the Social Media Guidelines and Bribery and Corruption Policy.

***Members who are in breach of the Code, Guidelines or Policies may face disciplinary action.***

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

- The BASI website: <http://www.basi.org.uk/>
- The BASI Blog: [blog.basi.org.uk](http://blog.basi.org.uk)
- The BASI Jobs Board: [jobs.basi.org.uk](http://jobs.basi.org.uk)
- The BASI Interski website: <http://www.basiinterski.org.uk/>
- The BASI official Facebook page: <https://www.facebook.com/BASI.BritishAssociationofSnowsportInstructors>
- BASI Telemark Facebook Group: <https://www.facebook.com/groups/110605128553/>
- The BASI Community Hub Facebook Group: <https://m.facebook.com/groups/2229930825>
- The BASI Snowboarding Facebook Group: <https://www.facebook.com/groups/394297440733258/>
- The BASI Nordic Facebook Group: <https://www.facebook.com/groups/1402600669977827/>
- The BASI Vimeo Channel: <https://vimeo.com/officialbasi>
- The BASI twitter account: <https://twitter.com/BASIOfficial>
- The BASI Instagram Page: [https://www.instagram.com/basi\\_inst/](https://www.instagram.com/basi_inst/)
- YouTube: <https://www.youtube.com/user/OfficialBASI>
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BASI 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 not respond to all posts and currently confines itself to those sites where it has direct administration or moderation rights.

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 authorisation to speak on behalf of the Association.

#### **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.

1. Be truthful and accurate
2. Always be transparent about your affiliation with BASI
3. Always identify yourself using your real name and state your relationship to BASI when you discuss BASI or BASI related matters
4. Disclose conflicts of interest
5. 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

6. If you disagree with others, do so respectfully
7. If you publish content which you later recognise as inaccurate, be the first to correct it
8. 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
9. 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. For example: "The postings on this site are my own and don't necessarily represent BASI's positions, strategies or opinions."
10. Do not use or register, 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)
11. Do not post or endorse content on behalf of BASI without prior permission to do so from the Membership & Marketing Team
12. 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
13. Strive for high quality with every post, including basic spellchecking
14. 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 on BASI itself. If you are unsure seek a second opinion before posting.
- Social Media is not an appropriate channel for raising formal complaints, appeals, providing formal feedback to BASI or querying BASI policy or decision making. The correct process is to contact the office directly; this provides BASI staff with the opportunity to address the issue(s) raised. The reason for this is that constant sniping about BASI as a whole, or members in particular, does long term damage to BASI's reputation and brings the Association into disrepute. *Repeated or unnecessarily harsh posts in this manner, will be regarded as a breach of the BASI Code of Ethics.*
- **Complaints:**

*General complaints:* If you have a complaint about the way BASI is run or mistakes BASI has made you can address the issues by either contacting the BASI office direct or by email to **complaints@basi.org.uk**.

If you have a complaint about *social media behavior* or believe there has been misuse of social media and the spirit of these guidelines by either BASI itself or by BASI members, this should in the first instance be directed to the site administrator and then if you fail to get a satisfactory response to:

## **complaints@basi.org.uk**

- You can be held personally liable if your posts are deemed defamatory, harassing, obscene, libelous 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. This includes, but is not limited to the following: BASI posts, policies, meeting minutes and important information on the BASI website. If you believe that there is important information that should be included in the members' area, please contact the office and ask for it to be posted.
- 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 or 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.

## **CONFIDENTIALITY**

In keeping with the BASI Code of Ethics, 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.

## **BRANDING**

The name BASI may not be used for any social media web site titles, group titles or domain registrations 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.

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 or relevant Brand Use Policies. The terms "approved by BASI", "endorsed by BASI" or similar wording involving BASI 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.

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

## **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. *You should always bear in mind you are subject to the BASI Code of Ethics.*

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".

## **REVIEW OF POLICY**

This policy will be kept under regular review