

Electronic Media Communication Policy

The use of USA Roller Sports (USARS) online communication tools such as forums and social media sites is a privilege and a benefit that can enhance the member experience. USARS Officers, Members of the Board of Directors, Committee Members, Officials, Coaches, Staff and USA Roller Sports Members need to be aware that they have special responsibilities when using these communication opportunities. Because of their positions, they may be seen as representing the views of the USARS as an organization. Improper communication behavior can damage the reputation of USARS or create liability. Therefore, they should adhere to the following when communicating on social media, blogs, and online forums (collectively "Electronic Media").

Transparency – USARS Officers, Members of the Board of Directors, Committee Members, Officials, Coaches, Staff and USA Roller Sports Members who use Electronic Media should clearly state whether they are speaking on behalf of themselves or the USARS organization. Generally, unless granted specific authorization, only the President, Chairman of the Board, and Executive Director should speak on behalf of USARS. When speaking on behalf of oneself on Electronic Media, USARS Officers, Members of the Board of Directors, Committee Members, Officials, Coaches, Staff and USA Roller Sports Members should state that any opinions they express are their own and not necessarily those of USARS. While some commenters on Electronic Media have the option of remaining anonymous publicly, they should disclose who they are and should not use anonymous aliases.

Accuracy – USARS Officers, Members of the Board of Directors, Committee Members, Officials, Coaches, Staff and USA Roller Sports Members should use reasonable efforts to ensure that their Electronic Communications are true and accurate. Clearly distinguish opinions from facts. Even if one is stating an opinion, they should ensure that his or her statements are accurate. Ambiguity, exaggeration and hyperbole should be avoided, as they can lead to misinterpretation.

Confidentiality – USARS Officers, Members of the Board of Directors, Committee Members, Officials, Coaches, Staff and USA Roller Sports Members should not disclose confidential information on Electronic Media. See the USARS Confidentiality Policy. Information posted electronically can spread rapidly and broadly, with little ability to retrieve the information once revealed. This makes following the Confidentiality Policy especially important for Electronic Media.

Respect – When USARS Officers, Members of the Board of Directors, Committee Members, Officials, Coaches, Staff and USA Roller Sports Members communicate on Electronic Media, they should be considerate and respectful of others. Choose words

carefully and keep in mind that readers may have different sensitivities. A good guideline is to imagine whether you would be comfortable communicating what you are saying electronically face-to-face with the recipients or the person who is the subject of your communication. Since the USARS Board speaks with one voice after decisions have been reached, USARS Officers, Members of the Board of Directors, Committee Members, Officials, Coaches, Staff and USA Roller Sports Members should not use Electronic Media to criticize Board decisions or Board members.

Legal – USARS Officers, Members of the Board of Directors, Committee Members, Officials, Coaches, Staff and USA Roller Sports Members should communicate within the bounds of the law. Unless one is acting as Legal Counsel, they should not state legal conclusions or opinions. They should also abide by copyright laws when using Electronic Media and should not broadly communicate the copyrighted work of others without authority or permission.

USARS Officers, Members of the Board of Directors, Committee Members, Officials, Coaches, Staff and USA Roller Sports Members who wish to participate in Electronic Media should endeavor to use it as an opportunity to further the mission and values of USARS. If Electronic Media is to be used, it should be to portray a positive face of USARS.