



Ventures Winter Guard Social Media Policy

The Ventures recognize that online communication tools such as blogs (Path), Facebook, Twitter, YouTube, Flickr, Instagram, Tumblr, Vine and other online channels serve as a resource for direct interaction with members, staff, parents and the general public. The organization supports such communication provided it is transparent, ethical and accurate. This social media policy has been developed to provide direction to the Venture community when participating in online social media activities. We believe there is a need for a greater level of awareness, responsibility and accountability for all users.

Social Media Definition

Any form of electronic communication through which users create online communities to share information, ideas, personal messages, and other content including video and photographs.

Key Principle

Interacting with others on-line is no different than interacting face-to-face: we are required to maintain the principles of respect, dignity, prudence, concern for and protection of others, and safely in all interactions. Activities which are inappropriate, unethical, illegal, or which cause discomfort for members of the Venture community (including members, staff, parents, family or others) must be avoided in written communication and cyberspace.

Members of the Venture Organization who participate in online interactions must remember that their posts reflect on the entire organization and, as such, are subject to the same behavioural standards set forth in the Code of Conduct.

No one may use the “Ventures Winter Guard/Ventures Colour Guard” name, logo, uniform, photos or other property (documents produced by the organization) when creating independent groups, Fan pages, or on one’s own site, without first obtaining express permission from the Ventures Board of Directors. As well, no one may act or represent themselves as spokesperson for the organization.

Please use the following guidelines when posting online:

- Be aware of what you post online. Social media venues are very public. What you contribute leaves a permanent digital footprint for all to see. Do not post anything you wouldn’t want friends, enemies, parents, or a future employer to see, as you can’t control posted data once it’s on the web.



- How you represent yourself online is an extension of yourself. Do not misrepresent yourself by using someone else’s identity. Be transparent and identify yourself honestly.
- To protect the privacy of Venture members, staff and parents, members of the organization may not, under any circumstances, create digital recordings of our community members either at practice or at guard functions (including shows) for online publication or distribution. Such recordings are for “home use” only and should not be shared publicly online without express permission of each adult participant and parental permission for minors.
- Video recordings of members at practice or performing their show will be released by the teaching staff when they deem the time is appropriate.
- For the privacy and safety of our membership, no one may tag others or themselves in pictures while participating in Venture activities which are submitted to social networking sites. Images of children posted on the internet should not be associated with names, unless there is specific permission granted by the parent for that additional connection.
- A parent always reserves the right to have any photograph of their own child removed from an internet site
- Be wary of posting photos on Snap Chat. Although the picture is deleted rather quickly the receiver still has ample time to take a screen shot and maintain that photo indefinitely at which point it is out of your control.
- Venture Organization members may not use social media sites to publish disparaging or harassing remarks about Venture community members or rival guards.
- Members who chose to post editorial content or opinions to websites or other forums must ensure that their submission does not reflect poorly upon the Ventures.
- Parents and staff must keep in mind that by exposing a young person to your personal social networking page, you take on the risk of exposing them to things any of your adult friends might say. If you have friends that would post anything inappropriate for a young person that you are unable to hide from their view, you should not use that site for any Venture communication. Adults need to use discretion when allowing Venture members to become their friends or view their social media sites.

Parent/Guardian Signature

Date

I agree that the Venture Organization may use my child’s portrait or photograph for promotional purposes, website and office functions. I understand that my child will not be identified by name without my express permission.