

Shoot Academy Policy Social Media

Social media, professional networking sites, blogs sites, and personal web sites are all useful technologies, and an opportunity to express and communicate online.

Shoot Academy encourages online presence, however it emphasises that online material may be in the public domain, and therefore, above all else, everyone needs to use good judgement on what material makes it way online.

This policy sets forth guidelines that employees, Trustees and Volunteers should follow for all online communications in reference to Shoot. Relevant Technologies This policy includes (but is not limited to) the following technologies: Personal blogs, LinkedIn, Twitter, Facebook, Instagram & Personal Web sites.

Responsibility: Any material online in reference to Shoot by an employee, Trustee or volunteer is the responsibility of the poster. We encourage all communication to be made in an identifying manner, to establish credibility above all else. Along with clear identification, employees, trustees and volunteers must state that any opinion is theirs individually and not a form of official communication from Shoot Academy.

Topic Matter Guidelines Employees, Trustees, volunteers are encouraged to use the following guidelines in social networking practices: Be relevant to your area of expertise. Do not be anonymous. Maintain professionalism, honesty, and respect. Apply a "good judgment" test for every activity related to Shoot Academy.

This could include (but not limited to):

- leaking information
- trade secrets
- customer data
- upcoming announcements
- negative commentary regarding Shoot Academy

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Activity showing good judgement would include statements of fact about Shoot Academy and its services, facts about already public information, or information on the Shoot Academy website.

Further, if any employee, Trustee or volunteer becomes aware of any other social networking activity that would be deemed distasteful or fail the good judgement test, they should convey this to the Centre Director or Chair of Trustee's.

Inaccurate or Defamatory Content Employees who participate in online communication deemed not to be in the best interest of Shoot Academy will be Asked for an explanation. This online communication can include but is not limited to: Confidential information or data leakage. In accurate, distasteful, or defamatory commentary about Shoot Academy its people with whom they serve. Information or commentary that brings Shoot Academy into disrepute.

Disciplinary action can include termination or other intervention deemed appropriate by the board of trustee's.

Off-Limits Material: This policy sets forth the following items which are deemed off-limits for social networking.

Financial Information Any online communication regarding the organisations financial data is strictly forbidden.

Company-Sensitive Matters: Any online communication regarding proprietary information such as strategic decisions, or other announcements deemed inappropriate for uncoordinated public exchange is forbidden.