

# CENTRAL MAINE TWIRLING CORPS

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## Social Media Policy and Expectations

Social media is a part of our everyday lives, and, when used responsibly, it can be a beneficial tool for both personal and professional communication. That said, the Internet can also be a place of great safety concern and potential harm, especially for children and adolescents. The following policy has been established to ensure the safety and privacy of our twirlers and twirling families when engaging in social media activities, and is applicable to all members (parents and twirlers) of the Central Maine Twirling Corps. Thank you in advance for your understanding of the intent of this policy, and for your support of our mission.

The Central Maine Twirling Corps recognizes that program participants may engage in various forms of “social networking” outside of twirling, including all types of postings on the Internet such as Facebook, LinkedIn, Instagram, Twitter, Snapchat, VSCO, TikTok, blogs, online journals, emails and use of and posting on YouTube, Vimeo or other similar media. Social networking also includes permitting or not removing postings by others where an individual can control the content of postings, such as on a personal profile (i.e. on Facebook) or a blog.

Parents and twirlers who engage in social networking should be mindful that their postings, even if done outside of twirling, could have an adverse effect on the Central Maine Twirling Corps and its participants, which deserve appropriate protection. While the Central Maine Twirling Corps has no interest in precluding members from engaging in personal social networking, it does have an interest in making sure that actions in these regards do not unlawfully or inappropriately compromise or interfere with (intentionally or inadvertently) the privacy and safety or other legitimate rights or interests of Central Maine Twirling Corps twirlers and families, and/or that these actions do not compromise or unlawfully interfere with the interests of the Central Maine Twirling Corps.

Participants should understand that, if they identify themselves as members of the Central Maine Twirling Corps, Capital City Twirlers, River City Twirlers, Main-E-ettes or Main-E-Acts, through stated or visual association, some readers may view them as spokespersons for the program. To reduce the likelihood that personal social networking will have an adverse effect on the Central Maine Twirling Corps, its twirlers and/or families, the Central Maine Twirling Corps asks all members to observe the following guidelines when social networking:

- Your social networking is subject to all distributed policies and the Studio Rules and Expectations of the Central Maine Twirling Corps (and team contracts);
- Instructors should not send or accept “friend” requests to/from students or parents of students, unless the intent is for instructional purposes and account is strictly twirling related (Director approval);
- Any member may dismiss a friend request from any other member without repercussion;
- Cyberbullying is not acceptable from/toward any twirler or parent (zero-tolerance policy—please be kind!);
- Videos of competitive performances and/or Main-E-Act routines should never be posted on any platform;
- Community performances may be posted with consent of the program and twirlers shown in photos or videos.

If a member’s social networking includes any information related to the Central Maine Twirling Corps (i.e. photos of performances, events, etc.), we ask that members do the following:

- In any twirling-world commentary, make it clear to your readers that the views expressed are yours alone and do not reflect the views of the Central Maine Twirling Corps, by stating, for example, “The views expressed in this post are my own. They are not necessarily those of CMTC, and my posts/statements have not been reviewed or approved by CMTC”;
- Do not defame (make false statements about) or otherwise discredit the Central Maine Twirling Corps’ policies, services, students, parents or instructors, and do not mention any of the aforementioned without the person’s prior approval;
- Do not use any of the Central Maine Twirling Corps’ program or team logos or proprietary graphics;
- Do not disclose personal or contact information, or post photographs or videos, of twirlers, parents, families, coaches or instructors without the person’s prior permission.

Central Maine Twirling Corps members should also consider the following if their social networking includes any information related to twirling, a twirler (self or child) or the CMTC program:

- The Central Maine Twirling Corps works hard and has spent substantial time and resources building its reputation and goodwill. These are valuable and important assets for a small community program. Before you engage in any social networking that identifies yourself as a member of the program, or that identifies the Central Maine Twirling Corps, in full or any singular program/team, please consider whether you may be damaging CMTC's and/or your/your twirler's reputation. If you are uncertain, you should consult the Director.
- You are more likely to resolve problems or issues that may arise by speaking directly with a parent, twirler, instructor or coach than by posting commentary and remarks (vague or direct) on the Internet. If you, nonetheless, decide to post these statements, avoid doing so in a way that is defamatory to the Central Maine Twirling Corps, its twirlers and staff, and be prepared to face possible consequences.
- Parents and older twirlers befriending younger twirlers and teammates should be aware that the acceptance of this friend request places them in the position of a role model, and should consider this responsibility and their "viewership" when interacting with and engaging in social media activities.
- No account is ever 100% private...these accounts are, by nature, social.

The Central Maine Twirling Corps is an "honor system" organization, and places its trust in its students and families. Social media profiles are not monitored for any member or family, however, twirlers and parents should understand that, on occasion, other members or other individuals with access to and/or information about a member's social networking activities may report alleged inappropriate activities to the Central Maine Twirling Corps, which complaints will be investigated and addressed as appropriate.

The Central Maine Twirling Corps will respond to noncompliance with this policy as appropriate under the circumstances, including corrective action/discipline up to and including suspension or expulsion from the program. The Central Maine Twirling Corps may also report suspected unlawful conduct to appropriate law enforcement authorities.

#### **Notes:**

*Videos that abide by these guidelines may be created by the program in special instances, and shared via our social channels for members to share and distribute. These should be the only videos shared of performances.*

*Central Maine Twirling Corps' official social media platforms (Facebook, Twitter and Instagram) will be used with the utmost responsibility and strictly for the purposes of promoting the sport of baton twirling, the Central Maine Twirling Corps program, and the community engagement/involvement of our twirlers and twirling families. Photo and videos will not be used on these channels without prior consent of parents and twirlers (no matter their age) included in the video or photo. Use permission granted at registration to the Central Maine Twirling Corps, Bangor Parks and Recreation Department and the Augusta Recreation Department does not extend to twirlers and twirling families. Permission should always be sought when posting photos and videos that are not of yourself (yes, even if it is the cutest picture you've ever seen of your twirler, or funniest picture you've ever seen of your mom...everyone should be allowed to control his or her own digital footprint...for twirlers, this will someday become part of your college or job application...what you do online is NEVER anonymous nor forgotten! ☺)*