

AN COIMISIÚN LE RINCÍ GAELACHA



Social Media Policy

1. Rationale

- 1.1. The purpose of this policy is to encourage acceptable and beneficial use of social media by registered teachers, adjudicators, examiners, lay members, and others holding honorary registration of An Coimisiún le Rincí Gaelacha (CLRG). It is recognised that most individuals registered with CLRG may use or interact with social media on a personal and professional level.
- 1.2. There is great potential for the use of social media in the Irish dancing community in terms of promoting the mission statement, aims and objectives of CLRG, promoting Irish dance and language generally, and as a means of communication between individuals registered with CLRG, the Irish dance community, and the general public. However, individuals registered with CLRG in any form must understand the expectations of the CLRG when using social media in a professional and personal capacity and manage any risks associated with social media. Individuals must be aware that while these communication tools can be used in positive ways vigilance is required to ensure that use of social media is at all times appropriate.

2. Social Media Risks

- 2.1. The major risks associated with the use of social media include, but are not limited to:
 - 2.1.1. reputational damage to organisations or individuals;
 - 2.1.2. disclosure of confidential information and breach of privacy laws;
 - 2.1.3. posting of offensive, bullying, harassing and discriminatory material;
 - 2.1.4. misuse of intellectual property and breach of copyright laws; and
 - 2.1.5. breaching the Code of Conduct of An Coimisiún le Rincí Gaelacha.

3. What is Social Media?

- 3.1. Social media is any form of online or web based publication, forum or presence that allows interactive communication and applies to platforms including, but not limited to:
 - Dance school websites
 - Regional or national association websites (eg: CLRG Comhairlí pages, associated body pages such as AIDA, IDTANA, TIDANZ etc.)
 - Social networking sites (e.g. Facebook, Twitter, etc.)
 - Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, TikTok, etc.)
 - Blogs and micro-blogging platforms (e.g. Tumblr, Voy, Wordpress, etc.)
 - Image sharing platforms (e.g. Instagram, Snapchat etc.)
 - Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Live, etc.)
 - Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc.)

- Instant messaging (e.g. SMS, Skype, WhatsApp, Viber, etc)
- Any other online technologies that allow individual users to upload and share content.

4. Guiding Principles

- 4.1. All individuals registered with CLRG represent the CLRG and its associated bodies. As such, all conduct should be consistent with the mission, purpose, ethics and values of those organisations. Individuals should continue to follow the CLRG Constitution, Rules for Dancing Teachers and Adjudicators, Code of Conduct, Child Protection Policy, Social Media Policy and all other policies and directives of the CLRG.
- 4.2. Individuals must also recognise:
 - 4.2.1. that all individuals registered in any form or operating within the auspices of CLRG represent the CLRG and its associated bodies;
 - 4.2.2. that all communication and conduct on social media should be consistent with the mission, purpose, ethics and values of the CLRG and associated bodies;
 - 4.2.3. online behaviour should at all times demonstrate respect for the dignity of each person;
 - 4.2.4. the need to behave in an ethical manner when using social media (even for personal communication) as those communications can reflect on the status of an individual as registered with CLRG;
 - 4.2.5. their ability to serve as a positive role model for others as a registered individual representing CLRG;
 - 4.2.6. social media activities may be visible to those outside of an individual's circle of friends or acquaintances, including in a professional context.
- 4.3. **Ultimately, an individual registered with CLRG is personally responsible for the content of any and all of their social media posts, and can be held responsible and personally liable for ALL content, comments, photographs or other material posted online via their social media accounts that is deemed by the CLRG to be defamatory, obscene or otherwise inappropriate.**

5. Guidelines for appropriate use of Social Media

- 5.1. CLRG expects registered individuals to:
 - 5.1.1. always post under their correct name on social media; and not to post anonymously or under a pseudonym;
 - 5.1.2. post responsibly and protect their own privacy;
 - 5.1.3. be aware of applicable copyright and fair use laws, particularly when sharing content;
 - 5.1.4. be aware of applicable financial disclosure laws;
 - 5.1.5. be respectful of all individuals, races, religions, genders, sexual orientations and cultures,
 - 5.1.6. be particularly mindful of respectful communication when discussing dancers, competitions, competitors, colleagues and other members of our Irish dance community;
 - 5.1.7. not engage in trolling, bullying, or abusive activity of any description;
 - 5.1.8. not engage in the disparagement of any races, religions, genders, sexual orientations and cultures;
 - 5.1.9. not to use insults; obscenities, or racial, homophobic, transphobic, sectarian or ethnic slurs;
 - 5.1.10. not post or share material which is violent, sexually explicit, obscene, hateful, or defamatory;
 - 5.1.11. not post any content related to individual CLRG members, dancers, parents, vendors, feis organisers, teachers, adjudicators, examiners, event organisers, nor other individuals registered in any capacity with the CLRG without their approval;
 - 5.1.12. not post material which is likely to cause offence or bring CLRG into disrepute;
 - 5.1.13. not post material that discloses non-public information of CLRG
 - 5.1.14. not use accounts to support or oppose any politically or socially controversial subjects, issues, or candidates;

- 5.1.15. when expressing a personal opinion regarding the CLRG to identify oneself and post a disclaimer such as *“the views in this post are my own and not necessarily those of CLRG”*;
 - 5.1.16. not post comments on any external platform that may imply they are speaking on behalf of CLRG unless given written approval to do so;
 - 5.1.17. not say anything dishonest, untrue or misleading – CLRG recommends erring on the side of caution: if in doubt, do not post or upload;
 - 5.1.18. not suggest or encourage illegal activity;
 - 5.1.19. not disclose confidential information;
 - 5.1.20. not falsely claim that CLRG endorses or is associated with any product or promotion; and
 - 5.1.21. not take a stance publicly that is contrary to a stated CLRG position or policy.
- 5.2. It is recommended that individuals are conscious when mixing business and personal lives through social media as business and personal personas are likely to intersect. While CLRG respects the free speech rights of registered individuals it must be noted that customers and colleagues may have access to online content posted by that individual. It should be noted also that anything published online can and may be seen in a much wider context than originally intended, and can be duplicated and/or forwarded on.
- 5.3. It is also recommended that individuals exercise caution in accepting or sending friend requests to or from minors and current dancers, taking into consideration the CLRG Child Protection policy and the CLRG Code of Conduct. We recommend that caution and good judgement is exercised when interacting with minors and dancers in all forms of social media.
- 5.4. Helpful hint: always use common sense when engaging with social media. Remember, if you would not feel comfortable interacting with an individual or saying something in person, do not post it on social media. If you are not sure whether what you are about to post is appropriate, review it carefully and question what you have written with an objective mind. If you are still unsure, ask a CLRG member for their opinion.**

6. Use of dancers in Social Media posts

- 6.1 It is an expectation of CLRG that the use of dancers in a promotional sense by registered teachers and adjudicators should be done with the utmost care and caution and with an awareness of the necessity to ensure Child Protection is maintained at all times .
- 6.2 Any use of dancers in social media posts must be in alignment with the mission and objective of CLRG: *to preserve and promote Irish Dancing, including step dancing, céili dancing and other team dancing, and also to promote the use of the Irish language.*
- 6.3 In all cases written permission must be sought for the inclusion of individual dancers in social media posts. This permission must be granted by dancers, or the appropriate parent/guardian in the case of a minor. This permission must be made available to CLRG upon request.
- 6.4 Any images of dancers that are used in social media posts must have the best interests of the individual/s in the image in mind. At all times dancers are to be appropriately attired in images (including the appropriate use of make up as per CLRG rules), and are to be portrayed in a positive manner in alignment with the mission and values of CLRG.
- 6.5 No image is to be posted that is inappropriate or contravenes any rule of CLRG, including the Child Protection Policy.
- 6.6 There should be no images of individual dancers, especially in costume, posted to social media in the lead up to competitive events. Any identifiers (such as names of individual dancers, competitor numbers, section information etc.) also must not be used in posts of any kind in the lead up to competitive events.**
- 6.7 In addition to the above, any dancer of a teacher registered with CLRG who is engaged in promotion of a product, service, or commercial enterprise must seek permission from the CLRG if reference is made to the individual dancing with a CLRG registered teacher or competing/having competed at an event run under the auspices of the CLRG.

6.8 Any use of dancers in social media posts that is deemed to contravene the expectations of the CLRG will be subject to investigation and possible sanction as outlined in this policy.

7. Consequences of Breaching this Policy

7.1. Non-compliance with this policy will be grounds for disciplinary action. Any breach of this policy may be defined as Gross Misconduct under Section 3.11 of the CLRG Code of Conduct and Disciplinary Procedure.

8. Penalties

8.1. CLRG reserves the right to impose any penalties it deems fit for any breach of this policy as defined in Sections 3.7, 3.8, 3.9, 3.10 and 3.11 of the CLRG Disciplinary Procedure.

8.2. Any initial breach of this policy that is defined as Gross Misconduct under Section 3.11 of the CLRG Disciplinary Procedure will result in a monetary penalty of €1000, payable to CLRG, as permitted under Sections 3.7 and 3.8 of the CLRG Disciplinary Procedure.

8.3. A subsequent breach of this policy defined as Gross Misconduct under Section 3.11 of the CLRG Disciplinary Procedure will result in a monetary penalty of €1000, payable to CLRG, and possible suspension of all CLRG credentials, as permitted under Sections 3.7 and 3.8 of the CLRG Disciplinary Procedure.

8.4. Any officers and members of CLRG, and officers and members of Executive Boards of CLRG associated organisations who do not forward knowledge and/or proof of breaches of this policy will be subject to a monetary penalty of €500 and immediate dismissal from their position (elected or appointed).

8.5. CLRG also reserves the right to take any and all further measures it deems fit with respect to infringements of this policy, as permitted under Section 3.8 and 3.9 of the CLRG Disciplinary Procedure and may lead to:

- the loss of an individual's credentials with the CLRG;
- legal action seeking monetary damages; and
- imposing other sanctions CLRG sees fit to impose.