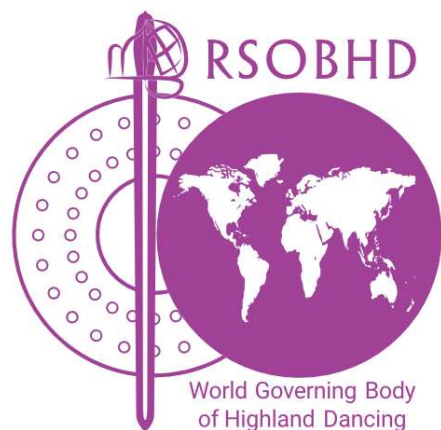


# RSOBHD Social Media Guidance 2023





# Social Media Guidance

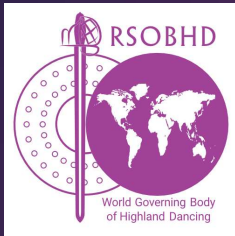
## Introduction

Social media continues to grow in popularity and can provide RSOBHD and individuals with a range of benefits.

Alongside all the benefits of social media come some important cautions, especially when it comes to contact between adults and children.

Social media communications are public statements at all times – even if created with private intentions.

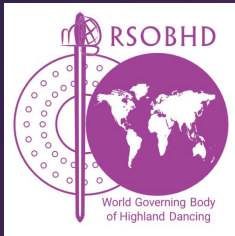
Once something is put online, there is almost no taking it back and it is almost impossible to delete.



# Social Media Guidance

## Purpose of guidance:

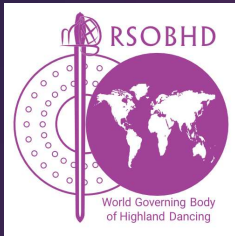
- Empower those involved in Highland Dancing to utilise social media in a safe, sensible and professional manner which both promotes the sport and protects the safety and wellbeing of all participants.
- Educate on social media practices, where all participants can balance the benefits of instant and wide communication with the potential risks.



# Social Media Guidance

When using social media, consideration should be given by all participants to:

- Your interaction on social media and how it comes across to others, including your posts, comments, likes, friends, what you share, who you follow, and who follows you.
- Posts, comments, likes, etc. by others linked to you or who could be seen as connected to you.
- Content that you don't actively choose to follow or see, but may appear on your social media feeds through technology such as algorithms, Artificial Intelligence (AI) etc.



# Social Media Guidance

Before posting, commenting, liking, following etc. on social media please consider:

- Lines between public and private can get blurred and this can impact on your professional reputation.
- Ask yourself – how does this reflect on me? Am I confident that my actions, as seen by others, would be considered reasonable and appropriate?
- Posting photos from social events. Think about how they appear to others and if they could impact on your professional standing.
- As a judge, be mindful of your appearance. Any social media communications, even if made in a personal capacity, can be seen and interpreted by others as a lack of professionalism.
- As a teacher, it is recommended that posts about and/or promotion of your dancers are restricted to business pages or closed groups. Otherwise, such posts may be seen by a far wider audience than is intended and can be interpreted by others as unfairly positioning your dancers ahead of a competition.



# Social Media Guidance

With regards to posts, comments, likes, etc. by others linked to you or who could be seen as connected to you, please consider:

- Posts commenting on your professionalism or the professionalism of others. For example, teachers, parents, or dancers commenting on a judge's results after a competition.
- Posts or comments with inappropriate language that is visible on your profile.
- Photos from social events, including what you are tagged in or connected to.
- Content that appears on your social media feeds through technology tools such as AI. Keep in mind that you have the option to remove or hide such posts if they are not appropriate. For example, if you are judging at an event and do not want to see anything connected to this in the lead up.
- Judges are expected to always adjudicate without bias and not be influenced in any way by anything seen on social media.



# Social Media Guidance

## Do's

- Do pause and think about what you are saying or doing. For example, if you are communicating on social media in the heat of the moment, then consider if you should stop and wait.
- Do think about your image and what other people might think about what you are posting.
- Do think about what other posts or pages you like, follow, comment on or share.
- Do consider who you are interacting with – especially minors. Consider and monitor your personal boundaries.
- Do remember that what you post can be widely shared, copied or even go viral very quickly.



# Social Media Guidance

RSOBHD recommends:

- Don't speak negatively about teammates, competitors, officials or governing bodies. Always be professional and respectful.
- Don't assume anything you delete will completely disappear.
- Don't like/react to, share, post comments or respond to comments when you have been officiating at a competition.
- RSOBHD strongly recommends that judges do not post or comment about individuals or dance schools to avoid any suspicion of biased judgement. It can be considered inappropriate for judges to like/react to or comment on a dancer's performances or achievements on social media. Consider the appearance you are giving and that this may be seen by others that you are favouring or following dancers.



# Social Media Guidance

RSOBHD strongly recommends:

Adults are not friends with/follow minors on social media.



# Social Media Guidance

These recommendations aim at establishing appropriate social media conduct.

Be mindful that communication, and links made, need to be considered appropriate by others.

Always consider your position as a role model.

All participants are reminded that behaviour on social media should remain in keeping with the RSOBHD Code of Professional Conduct and Code of Ethics.

If anyone is concerned with behaviours they see on social media they should submit a complaint in writing along with evidence to: Royal Scottish Official Board of Highland Dancing, Heritage House, 32 Grange Loan, Edinburgh, EH9 2NR.