

# USA Cycling Official's Social Media Guidelines

## Guidelines for Officials:

USA Cycling (USAC) and the National Technical Commission (NTC) recognize the importance and benefits of social media as forms of constructive expression. Social media encompass any forms of communication through which users interact and share information and content over the internet. Some examples of social media include, but are not limited to: blogs, podcasts, email blasts, Facebook, Twitter, SnapChat, Instagram YouTube, GooglePlus, etc.

In order to effect positive and productive online dialogue, USAC asks that its officials keep the following guidelines in mind when using social media:

1. Consider social media communications as public at all times – even those created with private intentions. If you are going to use social media in any form, consider that your communication may be preserved and read by anyone at anytime.
2. To the casual observer and racing member, you represent USA Cycling (USAC), your local association, all other cycling officials, and sports officiating in general. Your representation of yourself is a reflection on the cycling officiating community. Act accordingly.
3. Promote officiating in a positive light and with a general feeling of pride and professionalism. You are an ambassador for officiating and the sport of cycling.
4. You have unique access to information. The same ethical considerations that apply to any form of public speech also apply to social media. It may be inappropriate to communicate, other than in official communication, specifics about your assignments, other officials, riders, managers, or any other related personnel.
5. It is inappropriate to engage in public discussions of a specific play and or ruling evaluation/commentary, whether it is of an event you worked, one that you witnessed. This includes posting inappropriate videos, photographs, audio recordings, and written documents made during an event.
6. Communications among officials for learning purposes should be done privately amongst officials and not through the use of open social media. Be mindful that email and other forms of direct communication can be, and often are, made public, accidentally or intentionally.
7. Be very sparing in the sharing of your personal information, including photos. Adjust security settings accordingly. Report fake profiles or posts to the appropriate authorities/governing bodies in a timely fashion.
8. *Your use of personal mobile communication devices during competition, on the field of play, portrays an inattentive image for an official regardless of intent. Restrict your use of such devices at your immediate event, including reviewing social media, to communication necessary for your work as an official.*

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