

Social Media Policy & Guidelines for Athletes

Being a member of the Jamaica Bobsleigh and Skeleton Team (JBST) is a privilege. JBST athletes are held in the highest regard and are seen as role models globally. As leaders you have the responsibility to portray your team, your country and yourselves in a positive manner at all times. Sometimes this means doing things that are an inconvenience to you, but benefit the whole team.

Facebook, Twitter and other social media sites have increased in popularity globally, and are used by many athletes on the JBST in one form or another.

Athletes should be aware that third parties, including the media, sport governing bodies, and the International Olympic Committee, could easily access your profiles and view all personal information. This includes all pictures, videos, comments and posters. Inappropriate material found by third parties affects the perception of the athlete, the JBSF and the country. This can also be detrimental to an athlete's future employment options, whether in sports or in other industries.

Examples of inappropriate and offensive behaviors concerning participation in online communities may include depictions or presentations of the following:

- » Photos, videos, comments or posters showing the personal use of alcohol, drugs and tobacco e.g., no holding cups, cans, shot glasses etc.
- » Photos, videos, and comments that are of a sexual nature. This includes links to websites of a pornographic nature and other inappropriate material.
- » Pictures, videos, comments or posters that condone drug-related activity. This includes but is not limited to images that portray the personal use of marijuana and drug paraphernalia.
- » Content online that is unsportsmanlike, derogatory, demeaning or threatening toward any other individual or entity (examples: derogatory comments regarding another team; taunting comments aimed at another athlete, coach or team and derogatory comments against race, gender or sexual orientation). No posts should depict or encourage unacceptable, violent or illegal activities (examples: hazing, sexual harassment/assault, gambling, discrimination, fighting, vandalism, academic dishonesty, underage drinking, illegal drug use).
- » Content online that would constitute a violation of IBSF, or IOC rules or copyrights.
- » Information that is sensitive or personal in nature or is proprietary to the JBSF, which is not

public information.

If a student-athlete's profile and its contents are found to be inappropriate in accordance with the above behaviors, he/she will be subject to the following penalties:

- » Written warning
- » A meeting with Sport Committee of the JBSF
- » Penalties as determined by the Sport Committee of the JBSF, including but not limited to possible suspension from the JBST.

For your own safety, please keep the following recommendations in mind as you participate in social media websites:

- » Set your security settings so that only your friends can view your profile.
- » You should not post your email, home address, local address, telephone number(s), or other personal information as it could lead to unwanted attention, stalking, identity theft, etc.
- » Be aware of who you add as a friend to your site – many people are looking to take advantage of athletes or to seek connection with athletes.
- » Consider how the above behaviors can be reflected in all Facebook applications.

If you are ever in doubt of the appropriateness of your online public material, consider whether it upholds and positively reflects your own values and ethics as well as the JBSF. Remember, always present a positive image and don't do anything to embarrass yourself, the team, your family or the country.

By signing below you affirm that you understand the Jamaica Bobsleigh and Skeleton Federation Social Media Policy and Guidelines for athletes and the requirements that you must adhere to as a member of the JBST. Also, you affirm that failure to adhere to this policy and guidelines may result in consequences that include suspension from the team, and you may be subject to additional penalties imposed by the IBSF, JOA, and IOC.

Printed Name _____

Signature _____ Date _____