

# The Austin Archery Club

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## Social Media Policy

(adopted July 22, 2022)

### A. Introduction

1. The Austin Archery Club ("AAC") was formed exclusively for the purpose of promoting the sport of archery, including, for such purpose, hosting field archery tournaments and bowhunter shoots. As such, posts on the AAC group page should be directly related to archery, and of interest to anyone who wants to participate in the sport of archery.
2. AAC recognizes the use of appropriate social media technologies to enhance communication, collaboration, and information exchange in support of AAC's primary purpose. These tools are evolving rapidly and are shaping how we work with our members, partners, the public and government agencies.
3. The guidelines established in this policy have been designed to ensure that official AAC social media accounts present accurate, credible information and that personal opinions are not misinterpreted as official AAC positions.
4. Any questions regarding this Social Media Policy should be directed to the AAC Communications Director at [www.austinarcheryclub.com/contact/](http://www.austinarcheryclub.com/contact/).

### B. Content

5. Posts and content must adhere to the published policies of the appropriate platform provider.
6. Content must not contain:
  - Political views and/or lobbying for legislation
  - Advertisement, endorsement, marketing or review of any company, product or service that is not directly related to the sport of archery
  - Discriminatory, racist, offensive, obscene, inflammatory, unlawful or otherwise objectionable statements, language or content
7. Any social media posts which involve discussion of club policies; budget issues; or commercial advertisements without prior permission are not allowed and will be removed. AAC encourages discussions regarding equipment, styles, techniques, and new innovations, but personal attacks, abusive language, or content that does not promote archery will be removed.
8. AAC page administrators and members may share content on its social media platforms from other organizations, if all of the following criteria apply:

- The content provider is one of the following:
    1. a non-profit organization (including government or educational organizations);
    2. an accredited, professional news organization providing news relevant to AAC;
  - The content provides value to viewers in relation to the club's primary purpose;
  - The organization's mission or goals does not conflict with the primary purpose of AAC;
  - That content does not create the appearance of a conflict of interest or negatively affect the public image of AAC. When in question, please contact the AAC Communications Director for clarification or advice prior to sharing content from other organizations.
9. AAC social media administrators may not upload and post copyrighted materials without written permission from the copyright owners. This includes photos and images downloaded from the internet. AAC-owned images and videos used in an agency context do not constitute copyright infringement and may be used wherever appropriate.