

Introduction

Social media has changed how we communicate at work and in our personal lives. W.S.D.A. The Seadragons has established these guidelines for the appropriate use of social media, including but not limited to the following:

- Networking sites (i.e. Facebook, LinkedIn, Twitter, Instagram)
- Video and photo-sharing sites (i.e. Flickr, YouTube)
- Messaging platforms (i.e. Messenger, WhatsApp)
- Blogs, wikis, online forums and message boards (e.g. Quora)
- Internal messaging systems (e.g. Slack, Yammer)

These guidelines apply to both association-sponsored social media and personal use related to W.S.D.A. The Seadragons.

Guidelines

- **Be Transparent.** If you share anything related to W.S.D.A. The Seadragons and/or associate yourself with W.S.D.A. The Seadragons in any way, add a disclaimer in your profile such as: "Views expressed are my own."
- **Use Good Judgement.** Remember that what you share online is permanent. So be wise in what you say and do online. Ultimately, you are responsible for what you write, which can reflect not only on you personally but also on W.S.D.A. The Seadragons brand. If what you're thinking of writing concerns you, pause and reach out to the board at the.seadragons@wur.nl for guidance.
- **Uphold Our Values & Policies.** Guidelines for functioning online are the same as the values, ethics and confidentiality policies you are expected to uphold in general as a member of W.S.D.A. The Seadragons.
- **Protect Confidential Information.** Never share W.S.D.A. The Seadragons confidential or proprietary information, or share upcoming news about W.S.D.A. The Seadragons. Examples include, but are not limited to: financial information; information on members, sponsors, or partners.
- **Proceed with Caution.** You may encounter negative posts about the W.S.D.A. The Seadragons. W.S.D.A. The Seadragons has a team that monitors social media. Let this team respond, or if you believe they are unaware of the incident, alert them at the.seadragons@wur.nl.
- **Respect Our Brand.** Members are not allowed to create or manage W.S.D.A. The Seadragons-branded social media accounts without official permission from W.S.D.A. The Seadragons.
- **Stay Legal.** Respect copyright and fair use laws. Give credit where credit is due.

Thank you for observing these guidelines as you engage in online activity.