



Challenged Athletes Foundation Social Media Policy

as of 01/01/23

At Challenged Athletes Foundation (Foundation), social media platforms are used to share stories, build community and connect the foundation with its various community members including: current and prospective athletes and their families, donors, sponsors, volunteers, and related organizations. Content may include promotional materials, experiences, foundation activities, and fundraising opportunities, amongst others. The foundation's social media platforms include: Instagram, Facebook, Twitter, LinkedIn, YouTube, Strava, and Flickr.

The Foundation understands that staff and ambassadors may also wish to create and maintain personal blogs or use social networking websites. The purpose of this policy is to establish expectations and protocols regarding the safe and responsible use of social media, whether personally or through the CAF official platforms. Staff and ambassadors are expected to comply with the policies outlined herein regardless of whether they are using foundation-provided equipment or their own devices.

Purpose for All Foundation Social Media Platforms

To build community among all people in the adaptive athletics community by sharing foundation experiences, announcing upcoming events, and educating on topics that relate to the foundation's mission. For ease of access, foundation social media platforms will deliver similar key messages across every channel.

Considerations for Each of the Foundation's Social Media Platforms

INSTAGRAM

Considerations: Ideal character length is ~135 characters. Use of popular, relevant hashtags with under 500K reach is encouraged to increase audience. #TeamCAF should always be included to foster community engagement. Instagram highlights should reflect most sought-after information.

- o *Primary audience*: current and prospective athletes and their families
- o *Secondary audience*: current and prospective donors

Foundation-Run Accounts

- o *@cafoundation*: the official Foundation account

FACEBOOK

Considerations: Ideal character length is ~80 characters. Hashtag use is discouraged due to limited functionality and decreased performance in the algorithm.

- o *Primary audience*: current and prospective athletes and their families
- o *Secondary audience*: current and prospective donors

Foundation-Run Accounts

- o *Challenged Athletes Foundation*: the official foundation account. This is a public account that does not require an invitation to join or follow.
- o *Regional Groups*: the regional and interest-based accounts below are private groups that require an accepted invitation to join. The marketing team oversees their operation, in conjunction with designated staff and volunteers:
 - *CAF Idaho*
 - *TEAM CAF Tri-State Area*
 - *Team Challenged Athletes Foundation (TCAF) NorCal*
- o *Regional Pages*: the regional and interest-based accounts below are public pages that do not require an invitation to join or follow. The marketing team oversees their operation, in conjunction with designated staff and volunteers:
 - *SoCal Cycling*
 - *Operation Rebound: CAF*

TWITTER

Considerations: Ideal character length is ~80 characters. Use of relevant event and issue related hashtags is encouraged to increase audience. Supplemental content should be created from Meltwater mentions, tagging key accounts, to build media relationships and share recent press coverage. #TeamCAF should be included as space allows to foster community engagement.

- o *Primary audience*: current and prospective athletes and their families
- o *Secondary audience*: media partners

Foundation Run Accounts

- o *@CAFoundation*: the official foundation account

LINKEDIN

Considerations: Ideal character length is ~135 characters. Hashtag use is discouraged due to limited functionality and decreased performance in the algorithm. Limit shares to items that are most relevant to sponsor partners, tagging all key players to foster ongoing sponsorship.

- o *Primary audience*: current and prospective sponsors

Foundation-Run Accounts

- o *CAFoundation*: the official foundation account

YOUTUBE

Considerations: Strictly a video hosting platform, with both long-form and short-form sharing opportunities. Content should be planned well in advance, with posts developed in coordination with the creative production and marketing teams as part of an annual campaign strategy.

Foundation-Run Accounts

- o *ChallengedAthletes*: the official foundation account

STRAVA

Considerations: An athlete activity platform with a strong cycling community.

Foundation-Run Accounts

- o *Challenged Athletes Foundation*: the official foundation accounts

Flickr

- **Considerations:** Strictly a photo hosting platform, with uploads from all events.
- **Foundation-Run Accounts**
 - o *ChallengedAthletes*: the official foundation account

Content Planning Protocols

What consistently performs best for Challenged Athletes Foundation are event recaps, athlete “winning” moments, celeb features, and grant announcements. Ideal videos are 15-30 second casual snippets showcasing athletes as the hero, except on YouTube where longer and more formally-scripted content excels. A database of b-roll and photos from events across all regions is organized and maintained to grow foundation audience, engagement, and inclusion.

The marketing team communicates directly with foundation stakeholders about priority issues and campaigns, crafting posts that position Challenged Athletes Foundation as a thought leader and resource. Content is planned one month ahead of events, with text and images submitted later than 72 hours in advance of desired posting date subject to prior commitments and cadence. Messaging is adapted and revised between platforms to optimize performance. Key stakeholders are identified and tagged in content whenever possible.

Foundation social channels are reserved for messaging directly related to Challenged Athletes Foundation activities and events. Content from related organizations may be

shared in stories and on foundation event calendars. Foundation staff activities and accolades may be shared on a case-by-case basis to engage the broader adaptive athlete community.

The marketing team reports on content performance monthly. An accurate sponsor spreadsheet is maintained to track obligation fulfillment.

Expectations for Challenged Athletes Foundation's Staff and Ambassadors

As members of the Challenged Athletes Foundation community, all staff and ambassadors are expected to act professionally on the Foundation's social media platforms. Your online behavior should reflect the same standards of honesty, respect and consideration that you use face-to-face. Social media, videos, blogs, etc. are an extension of the foundation and considered official content. What is inappropriate in the office and on the field is inappropriate online. If you wish to post any content from your events or foundation interactions on the foundation's social media accounts, please send to marketing@challengedathletes.org for review.

Because staff and ambassadors' personal use of social media can impact the foundation, such employees are also expected to follow these guidelines when posting to a personal blog or participating in online social networking:

- Accounts must not be created using foundation email addresses or resources.
- Staff and ambassador communications on social networking services contain the employee's own personal views, not the views of the foundation; however, readers may not immediately appreciate this concept. Staff and ambassadors are required to obtain prior, written authorization from the Marketing team before posting a message that is in the foundation's name or could reasonably be attributed to the foundation. When posting content related to the foundation, staff and ambassadors must always disclose their relationship to the foundation.
- Harassment of other employees or ambassadors will not be tolerated. Blogs or communications through social networking services must not violate the Foundation's conduct-related policies. When participating in online social networking or posting to a blog, employees must be respectful of others. Employees should assume that people, including co-workers and athletes, are reading their posts. Even after deleting a blog or social media post, certain technology may still make that content available to readers.
- Always get permission before re-sharing the work of another and give

proper credit or attribution. The foundation will not tolerate the disclosure of any confidential or proprietary foundation information, including, but not limited to, any information about the foundation's sponsors, donors, athletes, or their families, on an internet chat room, blog, bulletin board, social networking website, or similar medium.

- Staff and ambassadors can choose to engage with adult athletes on social media directly, with the understanding that your behaviors are a representation of the foundation. Any communications between employees and athletes via social networking platforms should be conducted for foundation-related purposes only (and not for purely social purposes).
- Staff and ambassadors should not friend, follow, or otherwise engage with athletes under age 18 on social media directly, unless such communication is in a public setting and relates directly to foundation activities. As an athlete engagement vehicle, Challenged Athlete Foundation accounts may follow all athlete social media accounts.
- Employees must be respectful to the CAF audience and all who do business with the foundation. Complaints should be addressed in a private manner rather than by posting to a social media outlet. Employees are to avoid sharing any text or media that reasonably could be viewed as disparaging, threatening, or inappropriate toward CAF employees, clients, guests or vendors. Posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion, or any other status protected by applicable law or foundation policy will not be tolerated. Nothing herein is intended to curtail employees' legal rights.

The Foundation, in its sole discretion, will determine whether a particular internet communication violates the foundation's policies. The foundation may also request that employees edit or remove any communications or posts, in accordance with the foundation's policies or applicable law. Should employees have any questions about this policy or how it may apply to the employee's blog or online profile, employees should contact the Marketing team.

Interacting on the Foundation's Social Media Platforms

Responding to Comments

All comments and tags on the foundation's social media platforms should be responded to within 24 hours during the foundation week, and within 48 hours on the weekend. A response can be a like, comment, reply, or direct message. Responses to comments may vary depending on the content in the comment, and should be treated on a case-by-case basis.

Engaging with related organizations

The Marketing team will maintain a priority list of similar organizations to engage with across all channels, interacting directly with their posts and followers weekly.

Posting During an Emergency

During an emergency, such as an athlete-related health crisis, terrorism event, or any other threat to the safety of the foundation community, Challenged Athletes Foundation staff and ambassadors are strongly discouraged from using foundation-affiliated social media to make a statement. A formal press release regarding the emergency may be drafted and shared by the Marketing team. Depending on the situation, a social media post may also be shared by the Marketing team.

Responding to Inappropriate Conduct on the Foundation's Social Media Platforms

Challenged Athletes Foundation is dedicated to providing a safe, inclusive and respectful environment at its events and on its social media platforms. The foundation is also committed to promptly addressing any behavior that impedes the activities of any staff, ambassadors or athletes or interferes with the experience of any other member of the foundation community. We therefore do not condone any forms of bias, harassment, intimidation, or cyberbullying on the foundation's social media platforms. This conduct includes, but is not limited to:

- Language and behavior that intimidates, attacks, or threatens someone and/or their work;
- Language and behavior that the foundation determines is vulgar, obscene, or abusive;
- Name-calling;
- Taunting;
- Sharing personal identifying information (i.e. phone number, home address, birthdate); or
- Any conduct referencing or directed at an individual or group that demeans that person or group on the basis of their identity including race, ethnicity, religion, gender, gender identity/gender expression, sexual orientation, age, disability, immigration status, or any other characteristic protected under applicable law.

If a community member engages in any such conduct, the foundation may delete that person's posts/comments/replies. When Challenged Athletes Foundation deletes a post/comment/reply for any of the above reasons, the foundation will post/comment the following statement: *It has been determined that the comment chain following this post (or a post/comment/reply in this chain) violated Challenged Athletes Foundation's social media policy and has therefore been deleted.*

Challenged Athletes Foundation may block "fake" (also known as bot) accounts if the account engages in any of the conduct identified above. The foundation will determine

whether an account is “fake” by examining various aspects of the account, including, but not limited to, the following:

- If the account has zero followers;
- If the account has a high number of followers but low engagement;
- If the account has deeply unrelated posts;
- If the account has few posts and thousands of followers;
- If the account has no profile image

Creating and Managing Challenged Athletes Foundation-Related Accounts

All accounts that relate to Challenged Athletes Foundation must first be approved in writing by the Marketing team. This applies to all athletics teams, regional groups, interest-focused clubs, affinity groups or any group that relates to Challenged Athletes Foundation. After approval, the new account log-in information must be provided to the Marketing team to ensure accounts follow our guidelines and remain active.

The Marketing team reserves the right to remove inappropriate posts, posts that do not follow the guidelines or accounts that have become inactive.

Guidelines for Managing Challenged Athletes Foundation-Related Accounts

- All new accounts and social media groups are to be established directly in coordination with the Marketing team, who will maintain log-in information and passwords and will grant access to other team members as needed for event posting.
- For events necessitating live stories, staff and ambassadors are directed to capture photos and video directly on their phone before uploading to social media, in order to retain originals. Post 3-4 stories per designated event in vertical format, with a mix of photos and videos. Sliders and interactive elements may be used as long as they are copyright-free. Hashtags should include #TeamCAF, with sponsor and event hashtags and handles included.

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If you have any questions regarding the above guidelines, please email marketing@challengedathletes.org.