

# Cecchetti Council of America

Social Media Policy

2013



**Purpose:**

To address the fast-changing landscape of the Internet and the way in which CCA Members communicate and obtain information online. The Cecchetti Council of America encourages the use of social media to further the goals and mission of the CCA. The compliance with this policy of all CCA Members is implicitly relied upon for the maintenance and support of the honor and dignity to the art of ballet teaching and the Cecchetti Council of America.

**General:**

The Cecchetti Council of America recognizes that Employees, Contracted Employees, Executive and Examining Board Members, and Member Teachers, (collectively, “Members”) may engage in social networking. Social Networking, for purposes of this policy, includes all types of postings on the Internet, including, but not limited to, social networking sites, (such as FaceBook, MySpace, or LinkedIn); blogs and other on-line journals and diaries; bulletin boards and chat rooms; micro blogging, such as Twitter; and the posting of video on YouTube, Instagram and similar media. This Policy applies to all social networking as well as any other form of electronic communication.

**Social Networking Policy:**

All Members who engage in social networking should be mindful that their postings could have an adverse affect on the Cecchetti Council of America’s long-standing reputation. To reduce the likelihood that Members’ personal social networking will have an adverse affect on the CCA, we ask that all Members observe the following guidelines when social networking:

- All social networking is subject to compliance with the statements in the CCA By-Laws, Code of Professional Conduct, Article XXXIX, Section 4, which state that CCA Members should maintain confidentiality of all matters pertaining to the business of the Executive Board, Examining Board, or Regional Committees of the CCA. Members should maintain a professional etiquette with all Members of the CCA and dance community at all times.
- Members must not:
  1. Publicly speak in a negative manner concerning the Cecchetti Method.
  2. Publicly speak in a negative manner concerning fellow Members.
  3. Publicly create unnecessary negative attention against the Cecchetti Council of America.

4. Publicly discuss the business affairs of the Executive Board, or any Committee Board without permission of said Board.
5. Publicly discuss any occurrences during an exam session.
6. Violate the CCA copyright of books, videos, or music.
7. Violate the privacy of a teacher or exam candidate through unauthorized use of photos or cameras.

If a Members' social networking includes any information related to the Cecchetti Council of America or the Cecchetti syllabus, it must comply with the following:

- Make it clear to your readers that the views expressed are the Member's alone and do not reflect the views of the CCA.
- It may not defame or otherwise discredit the CCA, the Cecchetti Method, or any Member of the CCA.
- It may not disclose personal or contact information regarding any Member, or post photographs without the CCA Member's prior permission.

Members should consider the following if its social networking includes any information related to the CCA:

- The CCA has spent substantial time and resources building its reputation and respect in the dance community. These are valuable and important assets to the Cecchetti Council of America. Before a Member engages in any social networking that identifies the Member as a member of the CCA, please consider whether the content is damaging the CCA's reputation. If there is any question, please refrain from posting.
- If any Member identifies a potential issue and believes an official CCA response is needed, bring it to the attention of any member of the Executive Board.

Activities determined by the Executive Board to be in violation of this Social Media Policy will result in disciplinary measures that could include censure, suspension from some or all activities on behalf of the CCA, or expulsion from Membership. Notwithstanding anything to the contrary, any activities deemed violative of this Social Networking Policy that impair the standing and reputation of the CCA may result in legal action against the violating Member.