



# 2016 BC SUMMER GAMES

## SOCIAL MEDIA GUIDELINES

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Social media is a great tool to deliver exciting news and we want to encourage you to use social media to showcase your successes and promote the excitement of the BC Summer Games. We're even running a competition!

However it is important to follow a few simple rules to ensure the Games are a positive event for everyone!

### Social Media Golden Rules

- Always be positive and encouraging in your posts and pictures.
- This is **not** the time or place to air grievances, complain or make negative comments about the event or other people.
- Be careful with wording – you may hurt someone's feelings so be cautious in your descriptions.
- Remember this is all done by volunteers, so don't be shy about thanking them.
- A simple phrase that you can use as a guide - "**Is it true? Is it kind? Does it improve upon the silence?**" If no to any of these – don't say (post) it!

