



# ATHLETIC PERFORMANCE STANDARDS SOCIAL MEDIA BEST PRACTICES

## What are the Athletic Performance Standards?

The USASF is committed to its members and has an all-encompassing approach to athlete protection whereby the Athletic Performance Standards (APS) provide the guiding principles.

**The APS has two defining characteristics:**

- 1 It demonstrates the efforts being made toward ensuring the longevity and positive image of the sport of All Star.
- 2 It is an integral piece that fits into the larger picture of All Star, striving to protect athletes both on and off the competition floor.

While the USASF cannot ultimately guarantee safety on and off the mat, our rules, standards and policies are designed to mitigate the risks. Likewise, we feel it is important to celebrate the athleticism and artistry that are the foundations of our performance-based sport. With a careful balance of understanding we must recognize the risk, be responsible in providing safeguards and allow the presentation of the sport to remain true to its roots.

***Providing social media best practices to parents and athletes is only one of many pieces offered to athletes who are active on social media platforms.***

The USASF has invited all professional fields in the All Star community to become our partners in this all-encompassing approach toward athlete protection. Member owners, coaches, event producers and suppliers, as well as non-member suppliers, have pledged to join us in our efforts.

The commitment to athlete protection is going to continue to rise as we provide education, resources and require Minor Abuse Prevention training for members. The USASF stands firm in its belief that together we can provide the awareness and education necessary to keep our youth athletes safe while also promoting All Star as a positive, athletic and artistic performance-based sport.

## Social Media Best Practices

### THE DO'S

- Keep your social media pages settings on private. Remember, all posts are permanent and anything posted online can be easily hacked and shared.
- Turn off geo-tagging/location services on your social media posts.
- "Friend" **ONLY** people directly known or only people you actually know in real life.

### THE DON'TS:

- Share personal information.
- Make plans to meet someone you met on social media.
- Share your passwords, even with friends.
- Post provocative images/videos.



The more you use digital devices, and the more you put yourself out there publicly, the more likely it is that you will encounter problems or consequences you were not expecting.



Images that highlight an individual's flexibility and show private parts, even when clothed, are known to be highly sought after and more easily photo-shopped/manipulated by those with ill intent than group or wide-angle shots of similar skills. If you opt to post a photo of a skill, be sure the picture is taken from an angle that does not allow for the manipulation of the photo.



Having "friends or followers" online that you don't know can be dangerous. Know the risks and minimize an opportunity for others to manipulate or exploit you and your images. Predators will friend people and pretend to be someone else to establish a relationship and trust.



## SOCIAL MEDIA TIPS

Tips

- Post photos with friends instead of selfies to minimize others capturing your photo and manipulating it for exploitative purposes.
- Share images that are viewed as athletic or artistic and include context to help deliver the message you were intending. (ie, #Strong, #Determined, #Focused) *Posting pictures without context opens the door for manipulation of the photo.*
- Amplify the athleticism and artistry of All Star and ensure picture selections are age appropriate.
- Use your social platform to be an ambassador of the sport. Consider these guidelines before you post:
  - Is it Age Appropriate?
  - Is it Athletic?
  - What does it Amplify?



## REPORT IT - DON'T IGNORE IT

Report

Telling a safe adult about something unsafe that is happening, or that happened in the past, to get you or someone else help is called **REPORTING**.

- Report harrasment or stalking to local law enforcement.
- Reporting unsafe behaviors is **important**.
- Sometimes, teens think that telling is snitching, but if you are reporting **Red Flags**, it is not.
- Report images or exploitation to the CyberTipline.
- **Report inappropriate content, such as bullying, hate speech, obscenity, to the social media platform AND block the poster.**

There are other digital dangers to be aware of related to online predators. These include, but are not limited to, things like:

- Receipt of private or direct messages from someone you do not know.
- Anyone asking for your personal information.
- Someone pretending to be someone they are not.
- Seeing a website or post with inappropriate or explicit pictures or of someone hurting another person.
- Receipt of an inappropriate picture.
- Exploitation of minors online.



### Tell a safe adult and REPORT:

National Center for Missing  
and Exploited Children  
[missingkids.org](http://missingkids.org)

Report it 24 Hour Hotline  
[cybertipline.org](http://cybertipline.org) • 800-843-5678

Use the CyberTipline to report child sexual exploitation. Reports may be made 24 hours a day, 7 days a week.

## AWARENESS AND ADVOCACY

Awareness

To learn more visit the Athletes 1st page at: [usasf.net/safesport/athletes1st](http://usasf.net/safesport/athletes1st)

## ASK THE EXPERTS

Experts

Darkness to Light and the Monique Burr Foundation for Children provide USASF members many resources and opportunities for awareness and education regarding online safety and other types of victimization.

### Monique Burr Foundation For Children • Darkness to Light

Your digital reputation will follow you forever, in sports and in life. Make sure anything you post or share is something you want attached to your name FOREVER. Athletes and parents are an integral part of the efforts to protect athletes; education is the key to empowering each other as we navigate our interconnected global world.