Preamble
As student-athletes, you represent not only your team and sport, but also Golden Bears and Pandas Athletics, and the University of Alberta. Student-athletes are held in high regard at the U of A, as our teams have a record of accomplishment, excellence, and sportsmanlike behaviour. As a U of A student-athlete, you are held to a higher standard in how you portray yourself in all areas, including on social media.

Student-athletes are expected to be aware of how their personal behaviour online may affect the reputation of their teammates, coaches, and the U of A Athletics program. There is also an expectation that student-athletes be aware of and act in accordance to university policies, such as the Student Athlete Code of Conduct, the Code of Student Behaviour, the Discrimination, Harassment and Duty to Accommodate policy, and the Information Technology Use and Management policy.

Social Media Guidelines
You are the Golden Bears and Pandas. Keep in mind that the things you say, even on your personal social media accounts, reflect upon the program. Student-athletes need to be aware that social media is a public domain and that third parties—including the media, faculty, future employers and sport representatives—can access part, if not all, of your social media profile, as well as pictures, videos, comments, and posts.

Think before you post. There is no such thing as a "private" social media site or account. Search engines can turn up posts years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post. You can be held legally liable for what you post on your account, and even innocent-seeming posts can have long-term implications.

When in doubt, ask. When angry or emotional, pause. If you are ever in doubt of the appropriateness of your social media posts, seek advice from your coach. If you are feeling angry or passionate after a game, it is wise to delay posting until you are calm and clear-headed.

Honour the Golden Bears and Pandas legacy. Coach Clare Drake established rules for being a Golden Bear and Panda, and we continue to abide by his rules today, particularly these three:

- A Golden Bear and Panda recognizes the importance of personal responsibility.
- A Golden Bear and Panda is respectful of everyone and the traditions of the program and school.

What you post is ultimately your responsibility, but it is very important to remember that even on your personal accounts you are representing the legacy of Golden Bears and Pandas Athletics—a tradition of respect for teammates and opponents alike.

By signing below, you affirm that you have read and understood the document above. You also affirm that choices you make that are not in line with team expectations or University of Alberta policies and procedures will be managed by your coach.

______________________________  ______________________________
Student-Athlete signature Please Print Name

Date: ______________________