

Social Media Policy

Defining Boundaries for “Sharing the Love” Online & Through Social Media

Members of the modern-day Oregon Crusaders organization enjoy opportunities to communicate which couldn't have been imagined when the drum corps was founded in 1999. The variety of outlets for immediate sharing of information, ideas, conversations, photos and other aspects of everyday life are remarkable and continue to evolve rapidly. The goal of this document is to share our thinking about effective use of these tools for positive outcomes involving our organization, its members, staff and volunteers. We welcome your thoughts and will be happy to clarify and explain specific “do's & don'ts” when questions arise. Please ask questions if you are in doubt. Working together we will continue to build the Oregon Crusaders brand into something even greater than it is today.

• Posting in Public Forums, on Facebook, and other Social Media sites

In general, we want you to be very proud of your involvement at OC. Becoming a member of a Drum Corps International World Class Drum Corps or a WGI World Class Finalist is an impressive accomplishment and a pretty cool thing. We want you to share your love of performance and our organization with the world, and we encourage you to take pride in your achievements, those of your friends and our competitors, and everyone on our team. Please keep in mind, however:

1. The Oregon Crusaders does not want you to serve as its spokesperson. Once you've identified yourself as being associated with the Oregon Crusaders, it is assumed by the public that you are sharing the views, opinions and values of our organization. While we appreciate your passion and don't wish to squelch anyone's rights to free speech under the First Amendment, we simply do not wish for our members, staff or volunteers to create posts which in our opinion creates any perception of our organization in a negative light or those which can be construed as speaking on our behalf. We will contact you in the event that something isn't representing us well, and we will ask you to remove your post from public view. If you notice something online which may warrant an official response from us, please be a great team member and bring it to our attention.
2. Audio or video recordings, or photographs taken without the knowledge of those involved, or those that depict our organization or team members in a less than positive light, are not appropriate for sharing under any condition whatsoever. Our rule of thumb: If it's not appropriate to share with your grandmother at the Thanksgiving dinner table, it's not appropriate to share online.
3. Use good judgment with everything you share with the public. Be respectful and polite. Do not associate yourself with people or situations which are negative or profane.
4. Remember that what you do online is permanent. A little forethought now will save you a lot of explaining in the future. Corporations, colleges, and other institutions are becoming increasingly sensitive to the public persona created by prospective employees, students, and colleagues, and are aggressively scouring the internet each day. A photo of you, a friend or loved one could have serious implications down the road, and could cost you a job, getting that scholarship, or something far more severe.

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• Closed Facebook groups

Each year, the Oregon Crusaders makes use of closed Facebook groups for the corps and its individual sections, with staff and member leadership as administrators. The purpose of these groups are for the members, staff, and parents to communicate freely in the social media setting, share information and stories, and to help encourage each other as we move through a season. In addition to #1 - #4 above, the following should also be observed.

1. Rehearsal photos, audio, and video will regularly be posted to these groups for the benefit of the corps or as a courtesy to all in the group. However, these should not be shared outside the group.
2. Using the closed groups for fundraising & promotions for yourself, other organizations, or other social media pages is not appropriate. Occasionally, we will do this for our own socially-conscious reasons.

• YouTube and similar posts of our rehearsals, camps and performances

As an organization with membership in Drum Corps International and WGI, the Oregon Crusaders strictly adheres to all pertinent copyright laws. Our organization spends a considerable amount of money each year to secure performance & recording rights from music publishers through a sometimes complicated & expensive legal process. In addition to encouraging our members to obey the law & “do the right thing” regarding the sharing of any & all copyrighted works & performances, it is particularly important that rehearsals and public “Show & Tell” performances during rehearsal weekends are not posted online for several reasons:

1. Often, we begin rehearsing tunes during the licensing/negotiation process. We cannot jeopardize our opportunity to secure music licensing by acting in bad faith & sharing recordings of our rehearsals prior to the licenses being granted and in keeping with the specific requirements of those licenses.
2. The early season “Show & Tell” performances are a great time for us to try out creative concepts and start putting our program together. Since they are far from polished, we opt not to post them, as they generally don’t represent us at the standard of excellence which fans expect when they see the finished product during the competitive season. From time to time, we may choose to “leak” or create a “teaser” video to help build excitement for our season or one of our special programs. Considerable thought is put into the positioning of our brand and the manner in which we deliberately market it.

Note: Photos and videotaping at “Show & Tell” Performances are permitted as long as they remain family heirlooms and are not shared publically. If you get great footage or a great shot, however, please let us know! We may wish to use it in our promotional or social media efforts.

• To Summarize

We are proud of who we are, and we love what we do. We are enthusiastic about sharing our love of performance, of the marching arts, and of each other with the world. By using common sense and common courtesy, the organization will be able to maximize the numerous public relations, strategic communications and marketing opportunities which exist thanks to the vast array of social media tools available in the world today and the skill of using them effectively. Let’s work together to ensure that the Oregon Crusaders continues to enjoy the respect and admiration of tens of thousands of marching music enthusiasts around the world.