

THE INTERNATIONAL CAT ASSOCIATION

Social Media Policy Code of Conduct

The International Cat Association (TICA) recognizes the role social media plays in modern communication. As such, we respect the right of our officials, judges and employees to use social networks for self-publishing and self-expression while adhering to our association guidelines.

As a representative of or employee of TICA, your commentary is not only a direct reflection of you personally but also our brand. Commentary that is considered defamatory, obscene, proprietary or libelous by any offended party could subject you to personal liability, by that party, and damage TICA's reputation. Once it's on the Internet, it's there forever.

- We do not distinguish between “personal time” and “work hours” usage, or personal devices and organization-provided equipment. You are at all times a representative of TICA regardless of how or when you are posting on social media.
- Representing yourself as a TICA official, judge or employee, up to and including the use of our logos and branding, on your personal profiles is encouraged. Please adhere to the suggested language, images and branding guidelines, however.
- Harassing, threatening, discriminating against or disparaging any individuals through social media will not be tolerated.
- Sharing any organization-privileged information, including copyrighted information or organization-issued documents, through social media will not be tolerated.

Violations of any of the guidelines listed in this policy will be subject to corrective counseling and may result in disciplinary action in accordance with TICA rules.