



RSOBHD

Social Media Guidance

Reviewed and updated 2025

Purpose of guidance

- To establish appropriate social media conduct for highland dancing Participants.
- To empower those involved in Highland Dancing to use social media in a safe, sensible and professional manner which both promotes the sport and protects the safety and wellbeing of all Participants.
- To educate on social media practices such that Participants can balance the benefits of instant and wide communication with the risks.

Note that social media communications are public statements, even if created with private intentions. Once something is online it is almost impossible to delete.

Any concerns about highland dancing Participants' behaviour on social media should be submitted as a complaint in writing, along with evidence, to: Royal Scottish Official Board of Highland Dancing, Heritage House, 32 Grange Loan, Edinburgh, EH9 2NR.



Social Media Guidance

Overview

This guidance applies to all highland dancing Participants including, but not limited to, dancers, parents, carers, teachers, volunteers, adjudicators, and others involved in highland dancing.

RSOBHD recommends that all highland dancing Participants think carefully about your interactions on social media (e.g. posts, comments, likes, friends, what you share, who you follow, who follows you), and how your content reflects on you and might be perceived by others.

All Participants are reminded that behaviour on social media should remain in keeping with the RSOBHD Code of Professional Conduct and Code of Ethics.



Social Media Guidance

Do's and Don'ts for all Participants

Do's

RSOBHD recommends that you:

- Do always be professional and respectful (e.g. if you are communicating on social media in the heat of the moment, consider stopping and waiting.)
- Do think carefully about how other people might perceive your social media content. (e.g. when posting photos from social events think about how they appear to others, ensure language used is appropriate, etc.)
- Do think carefully about what posts/pages you like, follow, comment on, or share.
- Do remember that what you post can be widely shared, copied, or even go viral very quickly.



Social Media Guidance

Do's and Don'ts for all Participants

Don'ts

RSOBHD strongly recommends that you:

- Do not engage in behaviour which undermines the status and esteem of Highland Dancing.
- Do not be friends with/follow minors on social media if you are an adult (unless you are their parent, carer or relation).
- Do not speak negatively about other highland dancing Participants (e.g. teammates, competitors, officials) or governing bodies.
- Do not like/react to, share, post comments or respond to comments about the adjudicating or results when you have been officiating at a competition (e.g. adjudicating, stewarding, scrutineering, organising, piping).



Social Media Guidance

Additional Do's and Don'ts for adjudicators

Adjudicators are expected to always judge highland dancing without bias and not be influenced in any way by anything seen on social media.

Do's

RSOBHD recommends that adjudicators:

- Do be mindful of how you are perceived. Any social media communications, even if made in a personal capacity, can be seen and interpreted by others as a lack of professionalism.
- Do keep in mind that you have the option to remove or hide content that appears on your social media feeds that you have not actively chosen to follow or see (e.g. through tagging, Artificial Intelligence (AI) algorithms, etc.). For example, this may be appropriate if you are judging at an event and do not want to see anything connected to it in the build up to the event.



Social Media Guidance

Additional Do's and Don'ts for adjudicators (continued)

Don'ts

RSOBHD strongly recommends that adjudicators:

- Do not be friends with/follow on social media competitive dancers that you may adjudicate.
- Do not like/react to, share, post comments, or respond to comments about a competitive dancer or dance school that you have adjudicated or may adjudicate. Such activity may be seen by others as favouring or following dancers and could create suspicion of biased judgement.
- Do not like/react to, share, post comments, or respond to comments about the adjudicating or results at an event that you adjudicated.



Social Media Guidance

Additional Do's (and Don'ts) for teachers

Always consider your position as a role model.

Do's

RSOBHD recommends that you:

- Do be mindful of how you are perceived. Any social media communications, even if made in a personal capacity, can be seen and interpreted by others as a lack of professionalism.
- Do restrict posts about and/or promotion of your dancers to business pages or closed groups. Otherwise, such posts may be seen by a far wider audience than is intended and can be interpreted by others as unfairly positioning your dancers ahead of a competition.