

Social Media Policy

Preamble

1. The Organization and its Members are aware that Individual interaction and communication occurs frequently on social media. The Organization and its Members caution Individuals that any conduct falling short of the standard of behaviour required by this *Social Media Policy* and the *Code of Conduct and Ethics* may be subject to the disciplinary sanctions identified within the *Discipline Policy*.

Application of this Policy

2. This Policy applies to all Individuals.

Conduct and Behaviour

3. The following social media conduct may be subject to disciplinary action in accordance with the *Discipline and Complaints Policy*:
 - a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an Individual, at the Organization, at a Member, or at other individuals connected with the Organization or a Member
 - b) Posting a picture, altered picture, or video on a social medium that is harmful, disrespectful, insulting, or otherwise offensive, and that is directed at an Individual, at the Organization, at a Member, or at other individuals connected with the Organization or a Member
 - c) Creating or contributing to a Facebook group, webpage, Instagram account, Twitter feed, blog, or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about the Organization or a Member, their stakeholders, or their reputation
 - d) Inappropriate personal or sexual relationships over a social medium between Individuals who have a power imbalance in their interactions, such as between Athletes and coaches, Directors and Officers, Committee members and staff, officials and Athletes, etc.
 - e) Any instance of cyber-bullying or cyber-harassment between one Individual and another Individual, where incidents of cyber-bullying and cyber-harassment can include, but are not limited to, the following conduct on any social medium, via text message, or via email: insults, negative comments, vexatious or unwelcome behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour.
4. All conduct and behaviour occurring on social media may be the subject of a complaint pursuant to the *Discipline Policy*.

Individuals' Responsibilities

5. Individuals acknowledge that their social media activity may be viewed by anyone, including the Organization, Members or other Individuals.
6. If the Organization or a Member unofficially engages with an Individual in social media (such as by retweeting a tweet or sharing a photo on Facebook) the Individual may, at any time, ask the Organization or the Member to cease this engagement.
7. When using social media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with the Organization or a Member.

8. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to the *Discipline Policy*.
9. An Individual who believes that another Individual's social media activity is inappropriate or may violate the policies and procedures of the Organization or a Member should report the matter in the manner outlined by the *Discipline Policy*.

Policy History	
Approved	
Next Review Date	
Revision Approval Dates	