

SKATE CANADA BC/YT SECTION POLICIES & PROCEDURES

3.10 SOCIAL MEDIA POLICY

3.10.1 Definitions

The following terms have these meanings in this policy:

“Branded social media” - Official social media engagement by the Organization, including the Organization’s Facebook page, Twitter feed, Instagram, photo sharing accounts, YouTube channels, blogs, message board, electronic newsletters or other social media engagement; both those that exist currently and those that will be created by the Organization in the future.

“Organization” - Skate Canada British Columbia/Yukon

“Representative” - All individuals employed by, or engaged in activities on behalf of, the Organization. Representatives include, but are not limited to, staff members, contract personnel (clinicians), team managers, team coaches and directors of the Organizations.

“Social media” - The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, YouTube, Facebook, and Twitter.

3.10.2 Purpose

The Organization encourages the use of social media by its Representatives to enhance effective communication, build the Organization brand, and interact with members and clubs. Since there is so much ambiguity in the use of social media, the Organization has created this policy to inform boundaries and standards for Representatives’ social media use.

3.10.3 Application of Policy

This Policy applies to all Representatives.

3.10.4 Principles of the Policy

The following principles apply to professional use of social media on behalf of the Organization as well as personal use of social media when referencing the Organization.

1. Representatives should be aware of the effect their actions may have on their images, as well as the Organization's image. The information that Representatives post or publish may be public information for a long time.
2. A Representative should be aware that the Organization may observe content and information made available by other Representatives through social media. Representatives should use their best judgment in posting material that is neither inappropriate nor harmful to the Organization and other Representatives.
3. Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libellous, or that can create a hostile environment.
4. Representatives are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, Representatives should check with the Chairperson and/or Executive Director.
5. Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Representatives should refer these inquiries to the Chairperson and/or Executive Director.
6. If Representatives encounter a situation while using social media that threatens to become antagonistic, Representatives should disengage from the dialogue in a polite manner and seek the advice of the Chairperson and/or Executive Director.
7. Representatives shall use their best judgment to respond to controversial or negative content posted by other people on the Organization-branded social media. In some cases, deletion of the material may be the most prudent action. In other cases, responding publicly may be preferred. If a Representative questions the correct action to take, the Representative shall consult with the Chairperson and/or Executive Director.
8. Representatives should get appropriate permission before they refer to or post images of current or former Representatives. Additionally, Representatives should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
9. It is highly recommended that Representatives keep the Organization-related social media accounts separate from personal accounts, if practical.
10. Refrain from discussing matters related to the Organization or its operations on Representatives' personal social media. Instead, matters related to the Organization or its operations should be handled through more official communication channels (like email) or through the Organization-branded social media.

11. Refrain from impersonating any other person or misrepresenting their identity, role, or position with the Organization.
12. Avoid displaying preference or favouritism with regard to athletes, coaches, or other individuals associated with the Organization.
13. Refrain from uploading, posting, emailing, or otherwise transmitting:
 - a. Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive of another person's privacy, or otherwise objectionable; and
 - b. Any material which is offensive to cause annoyance, inconvenience, or needless anxiety to others;
14. Representatives must use their best judgment when using their personal social media to interact with athletes, parents/guardians of athletes, coaches, and other individuals affiliated with the Organization.

The Organization does not prescribe social media rules for Representatives' personal social media use but instead trusts and encourages Representatives to develop their own personal social media strategy for communication.

3.10.5 Organization Responsibilities

The Organization will:

1. Ensure that Representatives only use the Organization-branded social media in a positive manner when connecting with others.
2. Properly vet and understand each social medium before directing Representatives to engage with, or create, Organization-branded social media.
3. Monitor Representatives' use of the Organization-branded social media.

3.10.6 Enforcement

Failure to adhere to this Policy may permit discipline, legal recourse, or termination of the employment/volunteer position.