

## Social Media Policy

### ***PURPOSE***

Social Media is changing the way we communicate by offering people the opportunity to take part in online communities: to access information, entertain, and share content. The CBTF recognizes that its members may take part in social media interactions and has identified the need to establish guidelines with regards to its own social media presence.

The Policy has been developed to define the rightful use of social media and to establish a culture of openness, trust and integrity in all online activities related to the CBTF and its members. The policy provides guiding principles to CBTF members about the use of social media so they feel enabled to participate, while being mindful of their responsibilities and obligations. When communicating through social media publications, members hold the responsibility of protecting athletes and preserving the reputation and positive image of the CBTF, including: the sport, the members, the coaches, the judges and the officials.

In circumstances where guidance about social media issues are not clear or have not been outlined in this policy, we suggest you consult with your Provincial representative who may further consult with the CBTF President (if necessary).

The policy is subject to ongoing review and modifications as deemed necessary, to respond to ever-changing social media circumstances and evolving needs of the CBTF.

### ***SCOPE***

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet, which directly or implicitly mentions or focus' attention to the CBTF.

The policy is applicable when using social media:

- As an officially designated Social Media Administrator representing the CBTF.
- As an individual involved in activities related to the CBTF, whether they are in a paid or unpaid/voluntary capacity (athletes, coaches, parents, members, volunteers, spectators, and family members).
- As an individual posting content in relation to the CBTF which might affect reputation, registration, services, competitions, provincial events, sponsors, affiliated organizations (WBTF, IBTF, Provincial Boards) or specific individuals.

### ***ROLES AND RESPONSIBILITIES***

Social Media Administrators, designated by the CBTF, have authority in the interpretation and administration of this policy and social media activities related to the organization.

They have a responsibility to represent the CBTF and post on the organizations behalf using selected social media

platforms.

## **GUIDELINES AND REQUIREMENTS**

Coaches, athletes, parents and volunteers who participate in social media and networking will be held to the same standards as it does for all other forms of media: radio, television and print. Members are to follow the principles/guidelines in accordance with the CBTF Manual - Code of Conduct Guidelines and Social Media Policy.

Comments or remarks that are negative, inappropriate in nature, harmful to reputation, contain disparaging content (either real or perceived) are detrimental or targeting individual athletes, coaches, competition officials, host competition provinces, club members, the club, the sport or affiliations of the sport (WBTF, IBTF, Provincial Boards, Sponsors) are considered a violation of the social media policy and will be subject to disciplinary action.

### **Be Respectful**

No spam, untruthful, defamatory, discriminatory comments or expletives. Remain polite and appropriate at all times. Members should avoid posting any remarks, photographs or video that could be disparaging or embarrassing to another club, its members, coaches or officials.

### **Be Honest**

Remain truthful and accurate when posting on social media.

Do not post dishonest, untrue or misleading comments. If unsure, check the source and the facts before uploading or posting anything. Do not post anonymously, using pseudonyms or false screen names. Use your real name, be clear about who you are and identify any affiliations.

### **Be Responsible**

Individuals need to conduct themselves in an appropriate and professional manner at all times. When using social media, the lines between public and private, personal and professional, may be blurred. Individuals are solely responsible for their online comments and must be mindful of the fact, that once they are published (via public or personal social media accounts) they will remain part of the public record.

### **Respect Confidentiality, Sensitivity and Privacy**

Refrain from divulging sensitive, confidential, personal, medical or social information about an athlete, coach, official or member of the CBTF.

Sensitive information may include: unpublished details about the organization/the sport, individual athletes, teams, routines, coaching practices, business strategies, financial information, board meeting details (unless made public by the CBTF). Within the scope of your authorization, it is acceptable to post or supportively comment on public CBTF activities in order to have a dialogue with the community or to advertise the organization's event.

Be considerate of others and refrain from posting information you have been asked not to or where consent has not been sought and given. When speaking about others, make sure what you say is based on fact and does not discredit or belittle others.

You must remove information about another person if that person asks you to do so. Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant when publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

### **Gaining permission when publishing a person's identifiable image**

You must obtain permission from an individual to use a direct, clearly identifiable image of that person. Do not post any information or photos of a sensitive nature. This could include accidents, incidents, controversial behavior, anything that would embarrass, humiliate or upset another. In every instance, you must have the consent of the owner of copyright in the image. Photographs, videos, or comments promoting negative influences or criminal behavior including but not limited to: drug use, alcohol abuse, public intoxication, hazing, sexual exploitation etc. are not to be posted.

When posting online content there is potential for it to become publicly available through a variety of means, even if it was intended to be shared privately. Where possible, privacy settings on social media platforms should be set to limit access. Protect yours and others right to privacy, remain cautious and diligent about disclosing any personal details.

### *Discrimination, sexual harassment and bullying*

Do not post any material that is offensive, disrespectful, defamatory, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

### *Dealing with mistakes*

If a member or administrator makes an error posting on social media, the mistake should be addressed and corrected promptly. If modifying an earlier post, make it clear that you have done so. If someone accuses the CBTF of posting something improper (such as their copyrighted material or a defamatory comment about them), consult with your Provincial representative who may further consult with the CBTF President (if necessary), in order to address the concern quickly and appropriately.

### *Complying with applicable laws*

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying, misleading and deceptive content.

### *Abiding by copyright laws*

It is critical that you comply with the laws governing copyright in relation to material owned by others and the CBTF's own copyrights and brands.

### *Use of Disclaimers*

Wherever practical, include a prominent disclaimer stating who you are affiliated with (e.g. member of the CBTF). State that your views are your own, using a disclosure statement.

### *Branding and intellectual property of the CBTF*

You must not claim any of the CBTF's intellectual property or imagery on your personal social media as your own. The CBTF intellectual property includes but is not limited to: · trademarks · logos · slogans · imagery which has been posted on the official social media sites or website.

You must not use the CBTF's name, motto, crest and/or logo in a way that would result in a negative impact for the organization, clubs and/or its members.

## **REPORTING A BREACH**

If you notice inappropriate or unlawful online content relating to the CBTF or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to your Provincial representative who may further consult with the CBTF President (if necessary).

### ***DISCIPLINE***

The CBTF will investigate any reported violation of this policy. If the investigation determines a violation has occurred, the CBTF will impose appropriate disciplinary actions which could include suspension and/or expulsion.

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