



SOCIAL MEDIA POLICY

Definitions

1. The following terms have these meanings in this Policy:
 - a) *“Organization”* – the Inuvik Curling Center, also known as Inuvik Curling Club
 - b) *“Social media”* – The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, YouTube, Facebook, Instagram, Tumblr, Snapchat, and Twitter.
 - c) *“Individuals”* – Individuals employed by, or engaged in activities with, the Organization including, but not limited to, athletes, coaches, convenors, referees, officials, volunteers, managers, administrators, committee members, medical and paramedical personnel, and Directors and Officers of the Organization
 - d) *“Discipline Chair or Case Manager”* – The person or organization appointed by the Organization to oversee management and administration of complaints, as applicable.

Preamble

2. The Organization is aware that Individual interaction and communication occurs frequently on social media. The Organization cautions Individuals that any conduct falling short of the standard of behaviour required by the Organization’s *Code of Conduct and Ethics* will be subject to the disciplinary sanctions identified within the Organization’s *Discipline and Complaints Policy*.

Application of this Policy

3. This Policy applies to all Individuals.

Conduct and Behaviour

4. Per the Organization’s *Discipline and Complaints Policy* and *Code of Conduct and Ethics*, the following social media conduct may be considered minor or major infractions at the discretion of the Discipline Chair or Case Manager:
 - 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, or at other individuals connected with the Organization
 - 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, or at other individuals connected with the Organization
 - 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, its stakeholders, or its reputation
 - d) Inappropriate personal or sexual relationships between Individuals who have a power imbalance in their interactions, such as between athletes and coaches, Directors and staff, officials and athletes, etc.
 - e) Any instance of cyber-bullying or cyber-harassment between one Individual and another Individual (including a teammate, coach, opponent, volunteer, or official), 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: regular insults, negative comments, vexatious behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour.



5. All conduct and behaviour occurring on social media may be subject to the Organization's *Discipline and Complaints Policy* at the discretion of the Discipline Chair or Case Manager.

Individuals Responsibilities

6. Individuals acknowledge that their social media activity may be viewed by anyone; including the Organization.
7. If the Organization 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 to cease this engagement.
8. When using social media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with the Organization.
9. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to the Organization's *Discipline and Complaints Policy*.
10. An individual who believes that an Individual's social media activity is inappropriate or may violate the Organization's policies and procedures should report the matter to the Organization in the manner outlined by the Organization's *Discipline and Complaints Policy*.