

TILLSONBURG RINGETTE ASSOCIATION

Social Media Use Policy



Definitions

1. The following terms have these meanings in this Policy:

- a) “Social media” – The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, YouTube, Instagram, Snapchat, Facebook, and Twitter
- b) “Tillsonburg Ringette Association-branded social media” – Official social media engagement by Tillsonburg Ringette Association including Tillsonburg Ringette Association’s Facebook page(s), Twitter feed, photo sharing accounts, YouTube channels, blogs, or other social media engagement; both those that exist currently and those that will be created by Tillsonburg Ringette Association in the future
- c) “Representative” – All individuals volunteering, or engaged in activities on behalf of Tillsonburg Ringette Association.

Purpose

2. Tillsonburg Ringette Association encourages the use of social media by its Representatives to enhance effective internal communication, build the Tillsonburg Ringette Association brand, and interact with members. Since there is so much ambiguity in the use of social media, Tillsonburg Ringette Association has created this policy to set boundaries and standards for Representatives’ social media use.

Application of this Policy

3. This Policy applies to all Representatives.

Representatives’ Responsibilities

4. Tillsonburg Ringette Association Representatives will not:

- a) Use social media for fraud or any other activity that contravenes the laws of Canada, Tillsonburg Ringette Association’s Code of Conduct and Ethics, or any other applicable jurisdiction
- b) Impersonate any other person or misrepresent their identity, role, or position with Tillsonburg Ringette Association
- c) Display preference or favouritism regarding clubs, athletes, or other members
- d) Upload, post, email, or otherwise transmit:
 - i. Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive or another person’s privacy, or otherwise objectionable

- ii. Any material which is designed to cause annoyance, inconvenience, or needless anxiety to others
- iii. Any material that infringes on the patent, trademark, trade secrets, copyright, or other proprietary right of any other party
- iv. Any material that is considered Tillsonburg Ringette Association's confidential information or intellectual property, as per Tillsonburg Ringette Association's Confidentiality Policy

5. Representatives shall refrain from discussing matters related to Tillsonburg Ringette Association or its operations on Representatives' personal social media. Instead, matters related to Tillsonburg Ringette Association or its operations should be handled through more official communication channels (like email) or through Tillsonburg Ringette Association-branded social media.

6. Representatives shall use their best judgment to respond to controversial or negative content posted by other people on Tillsonburg Ringette Association-branded social media. In some cases, deletion of the material may be the most prudent action. In other cases, responding publicly may be preferred. When a Tillsonburg Ringette representative is in question regarding the correct action to take, the Representative shall consult with another Representative who has more decision-making authority at Tillsonburg Ringette Association.

7. Representatives shall use a clear and appropriate writing style.

Tillsonburg Ringette Association's Responsibilities

8. Tillsonburg Ringette Association will:

- a) Ensure that Representatives only use social media in a positive manner when connecting with others
- d) Ensure that Representatives balance personal and professional information posted via social media and inform Representatives that a balance is necessary and positive
- e) Monitor Representatives' use of social media
- f) Coaches, team managers, or any other representatives posting to social media sites must always respect the wishes of parents who have identified they **DO NOT** want their child's image posted online.

Enforcement

9. Failure to adhere to this Policy may permit discipline in accordance with Tillsonburg Ringette Association Discipline and Complaints Policy, legal recourse, or dismissal of volunteer position.

This Policy is subject to review at least once every three years

Date of last review: May 2018