

ALA SOCIAL MEDIA POLICY

Version 5.0

Last Modified: May 4, 2025

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, Facebook, Instagram, Tumblr, Snapchat, and Twitter.
 - b) *“Individuals”* – All categories of membership, as well as all individuals employed by, or engaged in activities with, the ALA and its Members including, but not limited to, athletes, coaches, convenors, referees, officials, volunteers, managers, administrators, committee members, medical and paramedical personnel, and directors and officers.
 - c) *“Discipline Chair or Independent Case Manager”* – The person or organization appointed by the ALA to oversee management and administration of complaints, as applicable.

Preamble

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

Application of this Policy

3. This Policy applies to all Individuals.

Conduct and Behaviour

4. Per the ALA's *Discipline and Appeal Bylaw* 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:
 - a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an Individual, at the ALA, or at other individuals connected with the ALA.
 - b) Posting a picture, altered picture, or video on a social medium that is harmful, disrespectful, insulting, embarrassing, suggestive, provocative, or otherwise offensive, and that is directed at an Individual, at the ALA, or at other individuals connected with the ALA.
 - 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 ALA, its stakeholders, or its reputation.
 - d) 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.
 - e) Only Individuals authorized to hold themselves out as representatives of the ALA shall post on official ALA social media accounts. Other Individuals may create accounts related to teams or clubs but must make clear they are not official ALA accounts. Individuals must avoid the use of marks, posts or contents which might mislead or confuse anyone from believing content from an unofficial

source was posted by an Individual authorized to do so by the ALA. In particular, any confusing or misleading use of social media names or handles is not permitted.

- f) Use of photos of players in apparel or uniforms that feature the logos of the ALA or Team Alberta lacrosse is permitted. Other use of the ALA or Team Alberta lacrosse logos or trademarks is not permitted. This is particularly the case when used in profile names or photos in a way that would be misleading or confusing. Using the ALA or Team Alberta lacrosse logo in that way, particularly after being requested to not do so, will be considered a major infraction.

- 5. All conduct and behaviour occurring on social media may be subject to the ALA's *Discipline and Appeal Bylaw Policy* at the discretion of the Discipline Chair.

Individuals Responsibilities

- 6. Individuals should be aware that their social media activity may be viewed by anyone; including the ALA.
- 7. The content of all electronic communication between Persons in Authority and athletes must be professional in tone and for communicating information related to team issues or activities.
- 8. No sexually explicit language or imagery or sexually oriented conversation is permitted.
- 9. If the ALA 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 ALA to cease this engagement.
- 10. Persons in Authority may only send personal texts, direct messages on social media or emails to individual athletes when necessary and only for communicating information related to team issues and activities (e.g., non-personal information).
- 11. When using social media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with the ALA.
- 12. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to the ALA's *Discipline and Appeals Bylaw*.
- 13. An individual who believes that an Individual's social media activity is inappropriate or may violate the ALA's policies and procedures should report the matter to the ALA in the manner outlined by the ALA's *Discipline and Appeal Bylaw*.