

Axemen Lacrosse Club

Social Media Guidelines

OVERVIEW

The Axemen Lacrosse Club (Axemen) has begun to use social media networking accounts in a way to increase the reach of Axemen news and information to all interested parties, which include but is not limited to: members, fans, sport enthusiasts, and supporters.

These guidelines were developed based on similar policies adopted by the Alberta Lacrosse Association and to sit under the framework for the Axemen Lacrosse Club (“the club”, “we”, “us”, “our”) By-laws and/or Regulations, as well as be a complement to any additional policies and codes of conduct implemented by the club. These guidelines are set forth to compliment the policies set forth by relevant governing bodies including the Calgary District Lacrosse Association, The Alberta Lacrosse Association, and the Canadian Lacrosse Association, and all relevant Provincial and Federal Laws.

We recognize the vital importance of participating in online conversations and are committed to ensuring that we participate in online social media the right way. **The Social Media Guidelines have been developed to help empower the club and its members to participate in this connected world and represent our club by sharing the vision and mission of our organization and the story of our historic game.**

The vision that serves as the basis to all our initiatives is guided by certain shared values that we live by as an organization and as individuals:

- **Sportsmanship**
- **Respect**
- **Integrity**
- **Pursuit of excellence**
- **Enjoyment and Fun**
- **Loyalty**
- **Teamwork**
- **Commitment**

The Club encourages all Teams, Players, Coaches, Trainers, other Team Personnel, Officials, volunteers, parents and/or guardians of Axemen players (hereinafter referred to as “members”) to explore and engage in social media communities at a level at which they feel comfortable. **Have fun, but be smart.** The best advice is to approach online worlds in the same way we do the physical one -- by using **sound judgment** and **common sense**, by adhering to the Club's values, and by ensuring that all the Club's Bylaws and Regulations are not breached.

Social media enables people and organizations to share opinions, insights and experiences on the web using tools to connect, interact and maintain and develop relationships. Social media is about connecting and engaging with members, fans, followers and supporters. Social media accounts are measurable, to which the user(s), in this case the Axemen, can identify how many people follow the organization's accounts.

The forms of social media that the Axemen utilizes are used to engage the audience. Creating awareness, generating interest, and increasing the positive visibility of the Axemen should absolutely be

the primary objectives when using these accounts. Social media is an opportunity for an organization to connect and network with its fans and followers.

Social media platforms can provide the Axemen with multiple channels for community outreach. They can be used to highlight an organization's news and highlights, inform their followers or "fans" with up-to-date information. The Axemen can highlight the organization's recent activity, post links to related stories already posted on the Axemen website or other related websites. It can also share photo albums and videos. Some platforms allow for the Axemen to operate and manage "groups" as well - groups allow the Axemen to post/share information to specific members.

Using the Axemen's social media accounts effectively will include but will not limit to:

- Add value to members, the sporting community, and the organization
- Communicate with respect, professionalism, and courtesy
- Provide insight, expertise, and relevant conversation
- Communicate ethically and morally in support of the organization's goals

COMPLIANCE

Non-compliance with these guidelines may be considered as misconduct, harassment, discrimination, or in certain circumstances contravention of the law.

Those who fail to comply with these guidelines may be disciplined under the Club By-laws, Policies and/or Regulations.

DEFINITIONS

Social Media is defined as "content created by people using highly accessible and scalable publishing technologies. Social media is distinct from traditional media, such as newspapers, television, and film. Social media comprises relatively inexpensive and accessible tools that enable anyone (even private individuals) to publish or access information". (Source: Wikipedia)

Social Media may include (but is not limited to):

- Social networking sites (ex. Facebook, MySpace, LinkedIn, Bebo, Yammer)
- Video and photo sharing websites (ex. Flickr, YouTube)
- Blogs, including corporate and personal blogs
- Blogs hosted by media outlets (ex. comments posted to news stories)
- Micro-blogging (ex. Twitter)
- Wikis and online collaborations (ex. Wikipedia)
- Forums, discussion boards and groups (ex. Google Groups, Canadian Soccer News Forum) - Video or podcasting
- Online multiplayer gaming platforms (ex. World of Warcraft, Second Life)
- Instant messaging (including text messaging, Instagram, Snapchat)
- Geo-spatial tagging (ex. Foursquare, Facebook Places)

CLUB GENERAL GUIDELINES

Transparency in every social media engagement. The Club does not condone manipulating the social media flow by creating "fake" destinations and posts designed to mislead followers and control a conversation. Every Website, "fan page", or other online destination that is ultimately managed by the Club must make that fact known.

Respect of copyrights, trademarks, rights of publicity, and other third-party rights in the online social media space, including with regard to user-generated content (UGC). How exactly you do this may depend on your particular situation, so work with the Club's Executive to make informed, appropriate decisions. When in doubt, please contact your division coordinator and/or the VP Governance

Utilization of best practices, listening to the online community, and compliance with applicable regulations to ensure that this Social Media Guidelines remains current and reflect the most up-to-date and appropriate standards of behaviour.

Guidance for navigating legal issues. The following is offered as general guidance to assist you in complying with the obligations set out in these guidelines. When in doubt, seek further guidance from the organization's Bylaws and Regulations.

Privacy, confidentiality, and information security. You should **not** publish or report on conversations or information that is deemed confidential or classified or deals with matters that are internal in nature. The Axemen's *Privacy Policy* applies. Change rooms or locker rooms are private spaces and the posting or sharing of photographs or videos taken in these spaces shall be considered a breach of these guidelines.

Copyright. You should respect copyright laws and fair use of copyrighted material and attribute work to the original author/source wherever possible.

Harassment and bullying. The Axemen's *Policies on the Prevention of Harassment, Bullying and Abuse* apply online and in the physical spaces where members meet as part of club activities. Bullying and harassment includes any bullying or harassing comments members make online, even on their own private social networks or outside of club activities.

Abusive, harassing, threatening or defaming postings are in breach of the Axemen's *Policies on the Prevention of Harassment, Bullying and Abuse* and may result in disciplinary action being taken.

All members are expected to treat each other with respect and dignity and must ensure their behaviour does not constitute bullying and/or harassment.

As set out in the Axemen's *Policies on the Prevention of Harassment, Bullying and Abuse*, the following are non-exhaustive examples of conduct through social media and networking mediums that are considered violations of this policy and which may be subject to disciplinary action as outlined in this policy:

- Statements which are critical of Club personnel, its programs, employees, or officials, players, members, sponsors, facility staff, or any other participants.
- Divulging confidential information that may include, but is not limited to the following:
- medical history (injuries or other),
- game plans or strategies

- parent and/or player name, address, phone number, email address, etc.
- other information that is deemed confidential.
- Sharing or divulging photos, videos or comments which promote negative influences or criminal behaviour, including but not limited to:
 - drug use,
 - alcohol abuse,
 - public intoxication,
 - sexual exploitation, etc.

Defamation. You should refrain from publishing material that may cause injury to another person, organization, club or company's reputation, and should seek further guidance if publication of such material is thought to be necessary.

Offensive or obscene material. Material may be offensive or obscene and may infringe relevant online classification laws if it pornographic, sexually suggestive, harassing, hateful, racist, sexist, abusive or discriminatory.

SOCIAL MEDIA ACTIVITIES

The Club respects the rights of its participants of the game and its authorized contractors to use blogs and other social media tools not only as a form of self-expression, but also as a means to further the Club's awareness. It is important that all participants of the game are aware of the implications of engaging in forms of social media and online conversations that reference the Club and/or the representative's relationship with the Club and its brand, and that they recognize when the Club might be held responsible for their behavior.

PERSONAL USE

Our Expectations for Personal Behavior in Social Media

There's a big difference in speaking "on behalf of the Club" and speaking "about" the Club. This set of **5 principles** refers to those **personal or unofficial online activities** where you might refer to the Axemen Lacrosse Club or any associated activities.

Adhere to all applicable policies. All members are subject to the Club's Code of Conduct in every public setting. In addition, in certain circumstances, other policies, including the Non-Disclosure Agreement or club By-laws, Policies and Regulations, govern members behavior with respect to the disclosure of information; these policies are applicable to your personal activities online.

1. **You are responsible for your actions.** Anything you post that can potentially tarnish the Club's image will ultimately be your responsibility. We do encourage you to participate in the online social media space, but urge you to do so properly, exercising sound judgment and common sense. Please make sure to include the following disclaimer to each profile or platform you use where you can be identified as related to the Club: "The views expressed on this website/blog are the views of the author alone and do not reflect the views of the Axemen Lacrosse Club".
2. **Be a "scout" for compliments and criticism.** Even if you are not an official online spokesperson for the Club, you are one of our most vital assets for monitoring the social media landscape. If you come across positive or negative remarks about the Club or its brands online

that you believe are important, consider sharing them by forwarding them to our Executive Director, your Division Coordinator, or the VP Governance.

3. **Let the subject matter experts respond to negative posts.** You may come across negative or disparaging posts about the Club or its brands, or see third parties trying to spark negative conversations. Unless you are an authorized online spokesperson, avoid the temptation to react yourself. Pass the post(s) along to our Executive Director, your Division Coordinator, or the VP Governance.
4. **Be conscious when mixing your business and personal lives.** Online, your personal and business personas are likely to intersect. The Club respects the free speech rights of all of its members, but you must remember that anyone has access to the online content you post. Keep this in mind when publishing information online that can be seen by more than friends and family, and know that information originally intended just for friends and family can be forwarded on.

REMEMBER: Do not represent yourself as an Official Spokesperson of the Club (unless authorized to do so by the President) in any social media forum and never disclose non-public information of the Club (including confidential information). Be aware that taking public positions online that are counter to the Club's interests may be harmful and could be considered a breach of compliance.

Specific applications and situations

1. **Timing.** Some situations require that members in official functions for the Club refrain from uploading content or participating to social media. These situations include (but are not limited to):
 - a. Inside a competition stadium during the competition period (ex. Playoff competition, Provincial competition or National competition)
 - b. During a non-public event or meeting organized by the Club (ex. the Annual General Meeting)
 - c. Before, during or after a meeting where non-public information is discussed (ex. Local competitions, committee planning meeting)
 - d. Before, during or after a game or training session when strategic, tactical or medical information is discussed. We ask that you please refer to the team's coaching or medical staff before making any comments pertaining to these.
2. **Use of official marks.** We recognize that members may see value in using pictures or videos where we see them in official apparel. The intent is not to forbid this usage, but simply to remind you that using such photos, for example as your profile picture, automatically link you to the Club and we therefore ask that you stay conscious of the comments and contents you post. The use of any other official marks should follow copyrights and trademarks regulations.
3. **Links.** In order to facilitate access to relevant information regarding the Club, all members are encouraged to link their blogs and other social media interactions, when in accordance to the above guidelines, to the www.axemenlacrosse.com website and its services.

For any other questions, please refer to the Axemen Lacrosse Club Bylaws and Regulations, or contact your division coordinator.

PROFESSIONAL USE OF SOCIAL MEDIA

Our Expectations for Professional Behavior in Social Media

Becoming Authorized To Use, Post And Comment

- Before using the AXEMEN's social media accounts you must be a representative of the organization.
- You may not use, post or comment as a representative of the organization unless you are **authorized** to do so by the President.

Rules Of Engagement

Once authorized to use, post and comment as an organization's representative, you must:

- disclose you are an employee/contractor of the organization, and use only the Axemen's designated social media accounts
- disclose and comment only on information classified as public domain information
- ensure that all content published is accurate and not misleading
- ensure you are not the first to make an announcement (unless specifically given permission to do so)
- comment only on your area of expertise and authority
- ensure comments are respectful of the community in which you are interacting online
- adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws, and the club's *Privacy Policy*.
- if applicable, remove material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful

If you are authorized to comment as an organization's representative, you must not:

- post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful
- use or disclose any confidential or secure information
- make any comment or post any material that might otherwise cause damage to the Axemen's reputation or bring it into disrepute.