



SOCIAL MEDIA POLICY

Preamble

1. Lacrosse Canada is aware that Individual interaction and communication occurs frequently on social media. Lacrosse Canada cautions Individuals that any conduct falling short of the standard of behaviour required by Lacrosse Canada's *Code of Conduct and Ethics* or its Social Media Guidelines (which may be found in the CLA Operations Manual) will be subject to the disciplinary sanctions identified within Lacrosse Canada's *Discipline and Complaints Policy*.

Application of this Policy

2. This Policy applies to all Individuals.

Conduct and Behaviour

3. In accordance with Lacrosse Canada's *Discipline and Complaints Policy* and *Code of Conduct and Ethics*, the following social media conduct may be considered minor or major infractions:

- a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an Individual, at Lacrosse Canada, or at other individuals connected with Lacrosse Canada.
- 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 Lacrosse Canada, or at other individuals connected with Lacrosse Canada
- 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 Lacrosse Canada, 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.

4. All conduct and behaviour occurring on social media may be subject to Lacrosse Canada's *Discipline and Complaints Policy*.

Individuals Responsibilities

5. Individuals acknowledge that their social media activity may be viewed by anyone, including Lacrosse Canada.

6. If Lacrosse Canada 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 Lacrosse Canada to cease this engagement.



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7. When using social media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with Lacrosse Canada.
8. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to Lacrosse Canada's *Discipline and Complaints Policy*.
9. An individual who believes that an Individual's social media activity is inappropriate or may violate Lacrosse Canada's policies and procedures should report the matter to Lacrosse Canada in the manner outlined by Lacrosse Canada's *Discipline and Complaints Policy*.