



# FORT SASKATCHEWAN RINGETTE ASSOCIATION

**TITLE: SOCIAL MEDIA**

**POLICY #: 1350**

Created: May 14, 2018	Last updated: December 18, 2018	Approved: February 17, 2019
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Ver no.	Effective Date	Significant Changes

## 1.0 Purpose

To educate paid employees, members, and participants of the Fort Saskatchewan Ringette Association (FSRA) in regards to interactions on social media and the level of conduct that is expected of them.

## 2.0 Scope

This policy applies to the paid employees, members, and participants of the FSRA. It is applicable to all postings these individuals make on social media, including those made on their personal accounts in reference to the FSRA.

## 3.0 Terms

**Social Media** – The collection of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. This includes but not limited to current sites such as Facebook, Twitter, Instagram, and YouTube.

**Cyber Bullying** – The act of using electronic media for the purposes of bullying another individual. This can include inappropriate, slanderous, malicious, harassing, racist, sexist or hurtful comments, pictures or videos.

**Spam** – An inappropriate or irrelevant message sent via digital media to a large number of recipients. It can also involve sending commercial messages without the recipients consent, using false or misleading info online in the promotion of products and services, illegally collecting personal information through electronic means, and collecting email addresses without consent.

## 4.0 Policy

- 4.1 All paid employees, members, and participants are expected to obey the FSRA Code of Conduct (#1300) in using social media. Cyber bullying or abuse of any kind will not be tolerated and will result in consequences to be determined on a case by case basis through a Disciplinary Panel. This also applies to any statement that is untrue or intentionally misleading, in violation of another’s copyright, or detrimental to the reputation of the FSRA.



# FORT SASKATCHEWAN RINGETTE ASSOCIATION

- 4.2 The FSRA's official social media accounts are intended only to tell inspiring stories about our teams and players, inform our community, and report our successes. All postings should be polite and courteous.
- 4.3 Retweeting, reblogging, and otherwise reposting content made by another user is permissible, provided that it is made clear where the content comes from, and that the reposted content does not violate this policy.
- 4.4 FSRA paid employees, members, and participants are expected to protect their personal information, as well as that of others. In addition, official social media accounts must be protected by never revealing passwords, and logging out of official social media accounts after use on a computer used by another individual.
- 4.5 The FSRA has the right to monitor its own social media posts and posts made about it. It can remove inappropriate posts found through this monitoring, and block certain people from using its accounts if deemed necessary by the FSRA Executive Board. In the event that a paid employee, member, or participant makes a post on their personal account that violates this policy, the FSRA can ask that it be removed. Failure to comply with this request could result in disciplinary action.
- 4.6 A social media account set up under the FSRA's name on any social media platform including but not limited to Facebook, Twitter, Instagram, or YouTube must have prior consent. If a paid employee, member, or participant feels that the FSRA should create a new social media channel, he or she must first seek approval by contacting the FSRA President.
- 4.7 In the event that a paid employee, member, or participant of the FSRA should find themselves in an aggressive conversation online in their capacity as a representative of the association, they must respectfully disengage in a manner that reflects well on the association.
- 4.8 The creation and distribution of spam is not only forbidden by this policy, but also illegal. Individuals may bring a right to private action in court against anyone they feel is spamming them. As such, any instances of a paid employee, member, or participant of the FSRA who knowingly engages in the creation or distribution of spam could be subject to disciplinary action.