



FORT SASKATCHEWAN MINOR SPORTS ASSOCIATION

TITLE: SOCIAL MEDIA

POLICY #: 8000

Created: May 30, 2017	Last updated: May 29, 2018	Approved: XXXX
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Ver no.	Effective Date	Significant Changes

1.0 Purpose

To educate paid employees and volunteers of the Fort Saskatchewan Minor Sports Association (FSMSA) 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 and volunteers working in all of the Minor Sport programs under the umbrella of the FSMSA currently including baseball, fastball, gymnastics, hockey, judo, lacrosse, ringette, soccer and any other Minor Sports that may join the FSMSA.

It is applicable to all postings these individuals make on social media, including those made on their personal accounts in reference to the FSMSA or their respective Minor Sport.

3.0 Terms

Social Media – The collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. This includes such current sites as Facebook, Twitter, 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 and volunteers are expected to obey the FSMSA's Code of Conduct Policy (#4210) 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 FSMSA or any of the Minor Sports under its umbrella.



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- 4.2 The FSMSA'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 FSMA paid employees and volunteers 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 other individual.
- 4.5 The FSMSA 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 necessary. In the event that a paid employee or volunteer has made a post on their personal account that violates this policy, the FSMSA 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 FSMSA's name on any social media platform including Facebook, Twitter or YouTube must have prior consent. If a paid employee or volunteer feels that the FSMSA, or any Minor Sport under its umbrella, should create a new social media channel, he or she must first seek approval by contacting the FSMSA Board, or the President of his or her respective Minor Sport.
- 4.7 If a paid employee or volunteer of the FSMSA is invited to join an online group or community because of his or her position in the organization, he or she must seek approval by contacting the FSMSA Board, or the President of his or her respective Minor Sport.
- 4.8 In the event that a paid employee or volunteer of the FSMSA should find him or herself in an aggressive conversation online, he or she must respectfully disengage in a manner that reflects well on the organization.
- 4.9 The creation and distribution of spam is not only forbidden by this policy, but also illegal. As of July 1, 2017, 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 or volunteer of the FSMSA who knowingly engages in the creation or distribution of spam will be subject to immediate discipline.
- 4.10 Each Minor Sport underneath the FSMSA umbrella should include a brief statement of "social media expectations" in their Code of Conduct and registration for both players and parents, as well as the volunteers and executives.