



SOCIAL MEDIA POLICY

Preamble

1. The MLA is aware that Individual interaction and communication occurs frequently on social media. The MLA cautions Individuals that any conduct falling short of the standard of behaviour required by the MLA's *Code of Conduct and Ethics* or this *social media Policy* may be subject to the disciplinary sanctions identified within the MLA's *Discipline and Complaints Policy*.

Application of this Policy

2. This Policy applies to all Individuals.

Conduct and Behaviour

3. For the avoidance of doubt, the following social media conduct may be subject to disciplinary action in accordance with the *Discipline and Complaints Policy*:

- a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an Individual, at the MLA, or at other individuals connected with the MLA.
- 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 the MLA, or at other individuals connected with the MLA
- 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 MLA, its stakeholders, or its reputation
- d) Inappropriate personal or sexual relationships over a social medium between Individuals who have a Power Imbalance in their interactions, such as between athletes and coaches, directors or officers, committee members and staff, officials, etc.
- e) Any instance of cyber-bullying or cyber-harassment between one Individual and another Individual 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 or unwelcome 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 Reported pursuant to the MLA's *Discipline and Complaints Policy*.



Individuals Responsibilities

5. Individuals acknowledge that their social media activity may be viewed by anyone, including the MLA and other Individuals.
6. If the MLA 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 MLA to cease this engagement.
7. When using social media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with the MLA.
8. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to the MLA's *Discipline and Complaints Policy*.
9. An individual who believes that an Individual's social media activity is inappropriate or may violate the MLA's policies and procedures should report the matter to the MLA in the manner outlined by the MLA's *Discipline and Complaints Policy*.

Authorized Social Media Accounts

10. Only MLA officials and approved personnel may create and manage social media accounts on behalf of MLA teams, programs, or the Association itself. This includes team, program, or Association pages on platforms such as Facebook, Twitter, Instagram, and others. Accounts for clubs under the MLA must have approval and oversight from club administration.

Privacy

11. The collection, use and disclosure of any personal information pursuant to this Policy shall be in accordance with any applicable privacy policies and practices of the MLA.

Board Approved: DATE, 2023