Social Media Use Policy

1.01 Definitions

1.01.01 The following terms have these meanings in this Policy:

I. *MLA*—Manitoba Lacrosse Association
II. *Social Media*—The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, YouTube, Facebook, Instagram, Tumblr, Snapchat, and Twitter
III. *MLA-Branded Social Media*—Official social media engagement by the MLA including the MLA's Facebook page(s), Twitter feed, photo sharing accounts, YouTube channels, blogs, or other social media engagement; both those that exist currently and those that will be created by the MLA in the future
IV. *Representative*—All individuals employed by, or engaged in activities on behalf of, the MLA. Representatives include, but are not limited to, staff, administrators, directors and officers of the MLA, committee members, and volunteers.

1.02 Purpose

1.02.01 The MLA encourages the use of social media by its Representatives to enhance effective internal communication, build the MLA brand, and interact with members. Since there is so much ambiguity in the use of social media, the MLA has created this policy to set boundaries and standards for Representatives' social media use.

1.03 Application of this Policy

1.03.01 This Policy applies to all Representatives.

1.04 Representatives' Responsibilities

1.04.01 MLA Representatives will not:

I. Use social media for the purpose of fraud or any other activity that contravenes the laws of Canada, the MLA's Code of Conduct and Ethics, or any other applicable jurisdiction
II. Impersonate any other person or misrepresent their identity, role, or position with the MLA
III. Display preference or favouritism with regard to clubs, athletes, or other members
IV. Upload, post, email, or otherwise transmit:
    a. Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive or another person's privacy, or otherwise objectionable
    b. Any material which is designed to cause annoyance, inconvenience, or needless anxiety to others
    c. Any material that infringes on the patent, trademark, trade secrets, copyright, or other proprietary right of any other party

d. Any material that is considered the MLA's confidential information or intellectual property, as per the MLA's *Confidentiality Policy*

1.04.02 Representatives shall refrain from discussing matters related to the MLA or its operations on Representatives' personal social media. Instead, matters related to the MLA or its operations should be handled through more official communication channels (like email) or through the MLA-branded social media.

1.04.03 Representatives must engage with social media only in the context(s) described in their contract of employment, volunteer position, or position with the MLA. For example, a MLA Head Coach shall not represent the Organization in answering a question on the Organization-branded social media that is directed at, and better addressed in more official communication channels by, the MLA's Treasurer.

1.04.04 Representatives shall use their best judgment to respond to controversial or negative content posted by other people on the MLA-branded social media. In some cases, deletion of the material may be the most prudent action. In other cases, responding publicly may be preferred. If a Representative questions the correct action to take, the Representative shall consult with another Representative who has more decision-making authority at the MLA.

1.04.05 Representatives shall use a clear and appropriate writing style. MLA Responsibilities

1.04.06 The MLA will:

I. Ensure that Representatives only use social media in a positive manner when connecting with others
II. Properly vet and understand each social medium before directing Representatives to engage with, or create, the MLA-branded social media
III. Host expert training sessions on the topic of social media; in the event that the social media engagement directed by the MLA is unclear or not fully understood
IV. Ensure that Representatives balance personal and professional information posted via social media and inform Representatives that a balance is necessary and positive
V. Monitor Representatives' use of social media Enforcement

1.04.07 Failure to adhere to this Policy may permit discipline in accordance with the MLA's *Discipline and Complaints Policy,* legal recourse, or termination of employment/volunteer position.

Board Approved – February 12th, 2017