

*\*\* This Social Media Use Policy replaces and supersedes all pre-existing alternate Ontario Water Polo Association (OWP) social media use policies including those posted on the OWP website prior to January 1<sup>st</sup> 2012 \*\**

## Definitions

1. The following terms have these meanings in this Policy:
  - a) “*Social media*” – The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, YouTube, Facebook, and Twitter
  - b) “*OWP-branded social media*” – Official social media engagement by OWP including OWP’s Facebook page(s), Twitter feed, photo sharing accounts, YouTube channels, blogs, message boards, or other social media engagement; both those that exist currently and those that will be created by OWP in the future
  - c) “*Representative*” – All individuals employed by, or engaged in activities on behalf of, OWP. Representatives include, but are not limited to, staff, administrators, athletes, coaches, team managers, convenors, tournament hosts, directors and officers of OWP, committee members, and volunteers

## Purpose

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

## Application of this Policy

3. This Policy applies to all Representatives.

## Representatives’ Responsibilities

4. In their capacity as OWP representatives, OWP Representatives will not:
  - a) Use social media for the purpose of fraud or any other activity that contravenes the laws of Canada, the OWP’s *Code of Conduct and Ethics*, or any other applicable jurisdiction
  - b) Impersonate any other person or misrepresent their identity, role, or position with the OWP
  - c) Display preference or favouritism with regard to athletes, coaches, or other members
  - d) Upload, post, email, or otherwise transmit:
    - i. Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive or another person’s privacy, or otherwise objectionable
    - ii. Any material which is designed to cause annoyance, inconvenience, or needless anxiety to others
    - iii. Any material that infringes on the patent, trademark, trade secrets, copyright, or other proprietary right of any other party
    - iv. Any material that is considered the OWP’s confidential information or intellectual property, as per the OWP’s *Confidentiality Policy*
5. Representatives shall refrain from discussing matters related to OWP or its operations on Representatives’ personal social media. Instead, matters related to OWP or its operations should be

handled through more official communication channels (like email) or through OWP-branded social media.

6. Representatives shall use their best judgment to respond to controversial or negative content posted by other people on OWP-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 OWP.
7. Representatives shall use a clear and appropriate writing style.
8. Coaches and team managers must use their best judgement when using their personal social media to interact with athletes and parents/guardians of athletes. OWP does not prescribe social media rules for coaches and team managers but instead trusts and encourages coaches and team managers to develop their own social media strategy (informed by the OWP's *Code of Conduct and Ethics*) for communication with athletes and parents/guardians of athletes.
9. Athletes must use their best judgement when using their personal social media to interact with coaches and other athletes. OWP does not prescribe social media rules for athletes but instead trusts and encourages athletes to develop their own social media strategy (informed by the OWP's *Code of Conduct and Ethics*) for communication with coaches and other athletes.
10. Coaches and team managers who create external team-specific websites, Facebook pages, or other team-specific social media must abide by the following conditions:
  - a) Coaches and team managers must follow **Section 4** of this Policy when posting material
  - b) Coaches and team managers must obtain consent (per OWP's *Privacy Policy*) before posting personal information (as defined in OWP's *Privacy Policy*) or pictures of athletes
  - c) Team-specific websites or Facebook pages must contain a hyperlink to the OWP website

### **OWP Responsibilities**

11. OWP will:
  - a) Ensure that Representatives only use OWP-branded social media in a positive manner when connecting with others
  - b) Properly vet and understand each social medium before directing Representatives to engage with, or create, OWP-branded social media
  - c) Monitor Representatives' use of OWP-branded social media

### **Enforcement**

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