



Policy Title	Social Media Policy
Responsible Subcommittee	Risk Management
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Policy Statement

WPC encourages the use of social media for the Water Polo community to connect with peers, celebrate the performance of athletes, share thoughts and ideas, discuss topical issues, and ask questions. This Social Media Policy seeks to provide registrants of WPC with a resource to use social media as a productive tool to help foster the relationship and growth of Water Polo in Canada.

Guidelines for Social Media Best Practices

Do

- Take advantage of social media to provide updates, promote the sport and its athletes, and connect with a broad audience.
- Use hashtag **#waterpolocanada** to encourage WPC athletes as they prepare for the competitions.
- Review your privacy settings to gain a full understanding of who has access to view your accounts.
- Keep in mind that the slightest indiscretion, bizarre comment, photograph or meme, or silliest joke has the potential to spark controversy and negative publicity.
- Consider the potential consequences and those potentially affected before making submissions.
- Consider and comply with the UCCMS in all use of Social Media.
- Ask yourself before every post, “Would I feel comfortable saying this on live television?” If you have any doubt, don’t post it.
- Consider that you are responsible for all your posts - they can live on in perpetuity and inappropriate social media posts have cost people their jobs.

Avoid

- Using social media to air a personal grievance with an individual or organization. Instead, contact the individual directly to discuss your concern, or contact your club, Provincial Sport Organization, or WPC.
- Making misleading comments that state an opinion as fact.
- Distributing, posting, or sharing any photos you have not personally shot unless you have express copyright permission from the photographer.
- Posting unverified or uninformed comments that have the potential to be damaging, discriminatory, or defamatory.
- Posting or sharing sensitive information about an individual or organization before it has been publicly released by the official source – this includes discussions of such events in private social media chat groups.
- Discriminating, harassing, bullying, or making disparaging comments on social media including within private chat features.

Definitions

- “**Activity**” means all WPC or PSO business and/or activities;
- “**Board**” means the Board of Directors for Water Polo Canada
- “**Code of Conduct**” means WPC’s Code of Conduct with Disciplinary Procedures;
- “**Date of Approval**” means as stated on Page 1 of the Policy;
- “**Executive Director**” means the executive director of WPC;
- “**including**” means including but not limited to;
- “**maltreatment**” means as it is defined in the Universal Code of Conduct to Prevent and Address Maltreatment in Sport;
- “**NCL**” means the National Championship League for Water Polo Canada;
Act, as amended from time to time;
- “**Policy**” means this Social Media Policy;
- “**PSO**” refers to a Provincial or Territorial Sport Organization that is responsible for the management of water polo within its provincial or territorial boundaries;
- “**Registrants**” means all persons engaged in any paid or volunteer capacity with WPC or a PSO;
- “**Responsible Subcommittee**” means as stated on Page 1 of the Policy;
- “**UCCMS**” means the Universal Code of Conduct to Prevent and Address Maltreatment in Sport;
- “**WPC**” means Water Polo Canada;

Application

Social media provides a unique platform for engaging and interactive discussions that allow the Water Polo community to connect and share information. Use of social media by WPC’s members, athletes, staff and volunteers has limitless potential to effect positive growth within every community; however, social media also has the potential to pose risks to WPC’s confidential and/or proprietary information, its reputation, and may jeopardize WPC’s compliance with its obligations.

In consideration of these factors, all WPC members, athletes, staff and volunteers must comply with this Policy, the UCCMS, and the Code of Conduct, as amended from time to time, when using or participating in any form of social media/networking websites that currently exist or may exist in the future, including, but not limited to: Facebook, Twitter, Instagram, LinkedIn, WhatsApp, WeChat, YouTube, Pinterest, Tumblr, Snapchat, Periscope, Google+, TikTok, Flickr, Tumblr and blogs of any form. Participation includes distributing, submitting, responding, forwarding, or engaging in any form of social media.

Failure to comply with this Policy, the UCCMS, or the Code of Conduct may result in WPC taking disciplinary action against any members, athletes, staff and volunteers in accordance with this Policy, the UCCMS, and WPC’s Code of Conduct. In the discretion

of the Executive Director working with the Board, violations of this Policy, the UCCMS, or the Code of Conduct may be deemed minor or major violations. Breach of this Policy may also result in WPC bringing civil and/or criminal proceedings against members, athletes, staff and volunteers, where applicable.

WPC reserves the right to request any members, athletes, staff and volunteers to remove postings, comments, or any other social media submissions deemed by the Executive Director of WPC to constitute a breach of this policy. Failure to comply with WPC's request for removal may result in disciplinary action.

To ensure Policy compliance, WPC may review, monitor and intercept social media postings that include reference to WPC and/or members, athletes, staff and volunteers.

Through the use of social media, members, athletes, staff and volunteers must:

Refrain from distributing (publicly or in private group settings) or posting racist, discriminatory, inflammatory, defamatory, derogatory, abusive, bullying, threatening, or obscene statements or material about others, including without limitation:

- i. WPC;
- ii. members, athletes, staff, and volunteers; and
- iii. WPC sponsors, and partners, and other key stakeholders

Refrain from distributing (publicly or in private group settings), sharing, or posting any statements that have the potential to directly or indirectly damage WPC's name, brand, or reputation.

Express in posts that disclose their affiliation with WPC that they are speaking on their own behalf and their views do not represent those of WPC.

Not use WPC, or Canadian Olympic Committee, or other partner, trademarks, or logos, or disclose any confidential or proprietary information without obtaining prior written consent from WPC.

WPC will fully comply with all:

- i. Laws;
- ii. Requests from governmental or other regulatory authorities; or
- iii. Orders from a court or tribunal that require WPC to disclose the identity and/or location of any members, athletes, staff and volunteers who posts material in violation of the law or in breach of the requirements of this policy. WPC may share the personal information of any member, athlete, staff, and volunteer with police or any other governmental authority if asked to do so regarding

any investigation involving suspected illegal activities.

Languages

This Policy will be provided by WPC in both official languages of Canada.

In this Policy words denoting any gender include all genders and the rest of the sentence is to be construed as if the necessary grammatical changes have been made.

References

Code of Conduct;
UCCMS

Communication

WPC will ensure a current version of the Policy is publicized on its organization's website within a reasonable time following the Date of Approval.

WPC and its members will use reasonable efforts to ensure that this Policy is communication to those who will be responsible for upholding it as well as those who will be responsible for its implementation.

Review and Approval

This Policy will be effective as of the Date of Approval following approval by the WPC Board of Directors and will be reviewed by the Responsible Subcommittee every two years.