



## POLICY AND PROCEDURE

**Policy No: Social Media**

**Policy Re: 0003**

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For the purpose of this Social Media and Networking Policy, the policy will encompass public communications through such internet mediums and websites as Twitter, Facebook, MySpace, LinkedIn and any other social media network that allows users to communicate online.

The policy will be applicable to all members of Skate Canada - Saskatchewan, including volunteers, staff, skaters, coaches, Board Members, Officials, Regional Coordinators and skater's family members.

Skate Canada - Saskatchewan recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. Skate Canada - Saskatchewan also respects the rights of all Clubs, members and staff / contract to express their views publicly. At the same time we must be aware of the dangers social media and networking can present.

The purpose of this policy is to educate the Skate Canada - Saskatchewan Community on the risks of social media and to ensure all Clubs, members and staff / contract are aware that conduct deemed to be inappropriate may be subject to disciplinary action by a Club, the Section and/or Skate Canada.

### 2. SOCIAL MEDIA GUIDELINES

- a) Skate Canada - Saskatchewan holds the entire skating community who participates in social media and networking to the same standards as it does for all other forms of media including radio, television and print.
- b) Comments or remarks of an inappropriate nature which are detrimental to a Club, r Skate Canada - Saskatchewan or an individual will not be tolerated and will be subject to disciplinary action.
- c) It should be recognized that social media comments are on the record and instantly published and available to the public and media. Everyone including Club, skaters, officials, coaches, corporate partners and the media can review social media communications. You should conduct yourself in an appropriate and professional manner at all times.
- d) Refrain from divulging confidential information of a personal or club related nature. Furthermore, do not discuss injury information about any skater. Only divulge information that is considered public.
- e) Use your best judgment at all times – pause before posting. Once your comments are posted they cannot be retracted. Ultimately, you are solely responsible for your comments and they are published for the public record.

f) If requested to participate in an online network, as a direct result of your affiliation with Skate Canada - Saskatchewan, it is recommended that you request approval from the Club, Coach or Section.

### **3. SOCIAL MEDIA VIOLATIONS**

The following are examples of conduct through social media and networking mediums that are considered violations of the Skate Canada - Saskatchewan Social Media and Networking Policy and may be subject to disciplinary action by the Club, Section and/or Skate Canada.

a) Any statement deemed to be publicly critical of officials or detrimental to the welfare of a member Club, Section, Skate Canada or an individual.

b) Divulging confidential information that may include, but is not limited to the following:

- Skaters' injuries;
- Any other matter of sensitive nature to a member Club, Section, Skate Canada or an individual

c) Negative or derogatory comments about any of the Clubs, Section staff contract, programs, stakeholders, skaters, officials or coaches.

d) Any form of bullying, harassment or threats against skaters, coaches or officials.

e) Photographs, video or comments promoting negative influences or criminal behavior, including but not limited to:

- Drug use,
- Alcohol abuse;
- Public intoxication,
- Hazing,
- Sexual exploitation, etc.

f) Online activity that contradicts the current policies of Skate Canada - Saskatchewan or any of its Clubs or Skate Canada.

g) Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with the Skate Canada - Saskatchewan policies and regulations on these matters.

h) Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

### **4. DISCIPLINE**

The Club and/or Skate Canada - Saskatchewan will investigate reported violation(s) of this policy in the manner set out in the Skate Canada Policies for other types of violations. If the investigation determines that a violation has occurred, the Club and/or Section Board of Directors will impose an appropriate suspension. Any appeal of the suspension will be dealt with as set out in the Skate Canada Policies for other types of suspensions.

## 5. SUMMARY

When using social media and networking mediums, the skating community should assume at all times they are representing Skate Canada - Saskatchewan and/or its member clubs. All members of the Skate Canada - Saskatchewan community should remember to use the same discretion with social media and networking as they do with other traditional forms of media. Should the identity or image of any member of the Skate Canada - Saskatchewan community be used in Social Media and Networking without the Individual, Club or Section authorization, this is considered to be theft. Please notify the Skate Canada - Saskatchewan office immediately. Any use of a skater's image or likeness and / or Section logo without written consent of Skate Canada - Saskatchewan is strictly prohibited.

Approved by: \_\_\_\_\_  
Board of Directors

Date: \_\_\_\_\_  
March 2014