



## COMMUNICATION AND SOCIAL MEDIA POLICY

### Definitions

**Social Media:** For the purpose of this policy, “Social Media” refers to all online tools used to produce, post and interact using text, images, video and audio to communicate, share, collaborate or network. This includes, but is not limited to blogs, podcasts, discussion forums, content management systems, on-line collaborative information and publishing systems that are accessible to internal and external audiences (i.e. Blogs, social networks, wiki’s, videos and photo file sharing, information sharing, tagging, podcasting and vlogging, and other similar tools (Twitter, Facebook, Instagram, Snapchat, YouTube etc.)

**Members:** includes all coaches, athletes, parents and volunteers.

### Purpose:

1. The purpose of this policy is to provide guidelines to ensure effective and professional communication of relevant information to members of the KW Sertoma Speed Skating Club (KWSSSC) and to provide KWSSSC members with guidelines for the responsible use of social media.
2. KWSSSC recognizes the importance of social media platforms and online communities such as, but not limited to, Twitter, Facebook, Instagram, Snapchat and YouTube, and their importance in information sharing and education.
3. We recognize our responsibility to develop policies and procedures to minimize the risk of unauthorized and inappropriate use of information technology and social media, as well as create a collaborative and supportive environment for those affiliated with KWSSSC to engage in social media communications.

### Scope and Application:

4. The scope of this policy includes all KWSSSC members.
5. These procedures are applicable to business, activities or events organized by KWSSSC and its affiliates.
6. All conduct and behaviour occurring on Social Media may be subject to sanction under KWSSSC’s and/or OSSA’s Discipline and Complaints Policy.

## **Communication Guidelines**

7. KWSSSC communications involve a number of key audiences, including but not limited to, skaters, coaches, parents, Board of Directors, other club members, the Ontario Speed Skating Association and members of the public.
8. Various club email accounts have been created and should be used for all official club email communications. Designated individuals have been granted access to these club email accounts by the Board of Directors and should be the only individuals communicating on behalf of the club through email.
9. Member email blasts will be sent throughout the season as determined necessary by the Board of Directors and/or coaching to ensure the timely dissemination of information for club members.
10. Member and potential member email addresses will be kept confidential through the use of email distribution lists and the bcc email functionality. At no time will personal email addresses be shared with individuals outside of the KWSSSC Board of Directors, coaching and volunteer coordinators without their consent.
11. Although many athletes eighteen (18) years of age and younger will have their own email address, all communications should also be sent to the parent's email as well. No adult should communicate one on one with an athlete eighteen (18) years of age or younger.
12. KWSSSC communication vehicles will only be used to ensure the efficient operation of KWSSSC programming and will not be used for any other purposes, including but not limited to, personal opinions, inappropriate comments or the promotion of charities, organizations or events unless they are directly related to KWSSSC or its affiliates.

## **Social Media Guidelines**

13. This section includes principles, standards and responsibilities of members when posting on their own accounts, posting on club accounts, commenting on other sites and using social media. This policy is not intended to interfere with the private lives of our members or impinge on the right to freedom of speech, expression and association.
14. KWSSSC encourages Individuals to engage with Social Media but cautions that such engagement must meet the standard of conduct and behaviour outlined in KWSSSC's and/or the Ontario Speed Skating Association's Code of Conduct and Ethics.
15. Individuals are encouraged to embrace Social Media while following these guidelines:
  - a. Accept that everything posted is on the record and very public. The ability to share Social Media communications is very powerful and anything sent to a few can be shared with many in a matter of minutes.

- b. Choose your language and message wisely.
  - c. Maintain a positive social media presence. Negative behavior and comments reflect badly on you and could impact the reputation KWSSSC and/or the Ontario Speed Skating Association.
  - d. Write in the first person so that it is clear that you are expressing your personal opinions and not those of KWSSSC or any other organization.
  - e. When publishing either exact or paraphrased text, photos or videos, give credit to the author or publisher. Never use trademarks, slogans, logos etc. without obtaining permission from the copyright owner.
16. Individuals acknowledge that their Social Media may be viewed by anyone; including but not limited to KWSSSC, the Ontario Speed Skating Association, individuals, and sponsors.
17. Any member, who violates this policy, may be sanctioned under KWSSSC's and/or the Ontario Speed Skating Association's Discipline and Complaints Policy.
18. The following Social Media conduct may be considered a minor or major infraction, at the discretion of KWSSSC and/or the Ontario Speed Skating Association:
- a. Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at another person or group of people.
  - b. Posting a picture, altered picture, or video on a social media medium that is harmful, disrespectful, insulting, or otherwise offensive.
  - c. Creating or contributing to a Facebook group, webpage, blog, or online forum devoted solely, or in part, to promoting negative or disparaging remarks or commentary about KWSSSC or the Ontario Speed Skating Association, their stakeholders, or their reputation.
  - d. Any instance of bullying or harassment between an Individual and another person.
  - e. Appearing in a video, photo or graphic deemed inappropriate or offensive while wearing an official KWSSSC or Ontario uniform.
19. Everyone should be aware of the standards of member privacy and confidentiality. Privacy and confidentiality must be maintained in all environments, including online, and members must at all times refrain from posting private identifiable member or participant information, such as birthdates or addresses, online.
20. The President and/or Marketing and/or Communications Director will identify specific members who will be given access to communicate via official KWSSSC social media accounts.
21. KWSSSC will provide training to those individuals who will be communicating on behalf of the club.

22. Coaches, volunteers and others in a position of trust in speed skating need to act responsibly, both on and off the ice, and this includes the use of electronic communications.
23. Any member in a position of trust with **vulnerable individuals may NOT connect with ANYONE under 18 on any social media site, through their personal accounts.**
24. A person who believes that an Individual's Social Media activity is inappropriate or may violate KWSSSC's or the Ontario Speed Skating Association's policies and procedures should report the matter to their parents, the KWSSSC President or the Executive Director of the Ontario Speed Skating Association.

#### **Review**

20. This policy will be reviewed annually, or as decided by the KWSSSC Board of Directors.

#### **Approval**

22. This policy was approved by the KWSSSC Board of Directors on April 9, 2019.