



SOCIAL MEDIA POLICY

Policy Statement

1. AthletesCAN encourages the use of Social Media technologies to enhance communication, collaboration and information exchange in support of the mission of AthletesCAN. By openly sharing knowledge, best practices, and lessons learned, AthletesCAN can more efficiently achieve its mission and vision.

Definitions

2. The following terms have these meanings in this Policy:
 - a) “*Individual*” shall mean all individuals employed by or engaged in activities with AthletesCAN, including but not limited to: employees, staff, directors, officers, committee members, and volunteers.
 - b) “*Policy*” shall mean this Social Media Policy unless otherwise stated.
 - c) “*Social Media*” shall mean various activities that integrate technology, social interaction and content creation via platforms that include, but are not limited to: blogs, wikis, photo and video sharing, podcasts, social networking and virtual worlds.
3. AthletesCAN is committed to ensuring that the use of Social Media is of the highest quality for protection of AthletesCAN and Individuals. All Individuals who are in contact with other AthletesCAN Members via Social Media must demonstrate their ability to interact positively. The use of Social Media follows the same standards as defined in AthletesCAN’s *Code of Conduct and Ethics Policy* and sound judgment should help avoid vexing issues.

Purpose

4. The purpose of this policy is to provide conduct guidelines with respect to the use of Social Media by Individuals.

Application

5. This Policy applies to all Individuals during the course of AthletesCAN business, activities and events and/or externally if the conduct adversely affects relationships within AthletesCAN work and/or sport environment, or is detrimental to the image and reputation of AthletesCAN.

Guidelines

6. AthletesCAN has established the following guidelines to ensure that the highest standard is applied with respect to the use and monitoring of Social Media. AthletesCAN will:
 - a) Monitor Social Media sites prior to use by AthletesCAN personnel to ensure suitability and to assess the style of contributions, the nature of the content and any “unwritten” rules that other contributors might follow;
 - b) Conduct orientation and training sessions with respect to the use of Social Media to inform Individuals about applicable guidelines, policies and procedures;
 - c) Enforce to the greatest degree possible that Individuals only connect with others through Social Media in a positive manner;
 - d) Ensure comments may not be interpreted as slurs, demeaning, inflammatory, or of any other inappropriate nature as determined by AthletesCAN;
 - e) Before displaying information through Social Media, ensure such information is not plagiarized and does not infringe copyright law or confidential and proprietary information;

- f) Ensure that Individuals understand that personal content and information posted via social media plays a part in building a positive environment and must be balanced against their professional use of Social Media.
7. Individuals will adhere to AthletesCAN's *Code of Conduct and Ethics Policy* and this Policy.
8. Individuals will not:
- a) Use Social Media for the purposes of fraud or any activity that contravenes the laws of Canada or any other applicable jurisdiction;
 - b) Impersonate any other person;
 - c) Upload, post, e-mail or otherwise transmit;
 - i. Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive of another's privacy or otherwise objectionable;
 - ii. Material which is designed to cause annoyance, inconvenience, or needless anxiety to others;
 - iii. Any material that infringes the patent, trademark, trade secret, copyright or other proprietary right of any other party;
 - iv. Any unsolicited or unauthorized advertising or commercial material, "junk mail", "spam", "chain letter", "pyramid scheme" or any other form of solicitation;
 - v. Any material that contains software viruses or any other computer code, file or program designed to interrupt, destroy or limit the functionality of any computer software or telecommunications equipment.

Enforcement

9. A breach of any provision in this Policy may give rise to discipline in accordance with the AthletesCAN *Discipline and Complaints Policy*, legal recourse, or termination of an employment and/or volunteer position.