



SOCIAL MEDIA POLICY

Preamble

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.
2. With the rapid growth of social networks available, it is vital that AthletesCAN set boundaries in order to insure a healthy environment. Social networks, although very effective, have also been the means in which individuals have acted inappropriately. With proper training and prudent supervision, social media can be a positive utility.
3. AthletesCAN is committed to ensuring that the use of social media is of the highest quality to ensure the protection of AthletesCAN. 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 sound judgment should help avoid vexing issues.

Definitions

4. The following terms have these meanings in this Policy:
 - a) "*Individual*" – All individuals employed or engaged in activities with AthletesCAN, including but not limited to, employees, staff, directors, officers, committee members, volunteers.
 - b) "*Social Media*" – Various activities that integrate technology, social interaction and content creation via platforms which include, but are not limited to, blogs, wikis, photo and video sharing, podcasts, social networking and virtual worlds.

Purpose

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

Application of this Policy

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

Guidelines

7. AthletesCAN has established the following guidelines to ensure that the highest standard is applied with respect to the use and monitoring of Social Media.
8. AthletesCAN will:
 - a. Monitor Social Media sites prior to use by AthletesCAN personnel to ensure suitability and to get a feel for 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. Ensure Individuals only connect with others through Social Media in a positive manner.

- d. Ensure comments may not be interpreted as slurs, demeaning or inflammatory, etc.
- 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 Individuals balance personal and professional information posted via social media and understand that such posted information plays a part building a positive environment.

9. Individuals will adhere to AthletesCAN's Code of Conduct and this Policy.

10. 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

11. 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 employment/volunteer position.