



Social Media Guidelines

“Organization” refers to: Manitoba Freestyle Ski Association Inc.

These Social Media Guidelines are a separate document from the Social Media Use Policy

Definitions

1. The following term has this meaning in these Guidelines:
 - a. “Social media” – The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, YouTube, Facebook, Instagram, Tumblr, Snapchat, TikTok, and X.

Purpose

2. These Guidelines provide coaches and athletes with guidance for Social media use. Coaches and athletes are strongly encouraged to develop their own strategy for Social media use and ensure that their strategy for Social media use is acceptable pursuant to the Organization's *Code of Conduct and Ethics*.
3. Given the nature of social media as a continually developing communication sphere, the Organization trusts its coaches and athletes to use their best judgment when interacting with social media. These Guidelines are not hard and fast rules or behavioural laws; but rather recommendations that will inform coaches' and athletes' best judgment.

Social Media Guidelines for Coaches

4. The following principles should be used by coaches when using Social media:
 - a. Do not comment on athletes' personal activities, status updates, or other postings on Social media, not related to the Organization's activities;
 - a. Consider monitoring or being generally aware of athletes' public Social media use to ensure compliance with the Organization's *Code of Conduct and Ethics* and *Social Media Policy*;
 - b. Coaches may not demand access to an athlete's private posts on Twitter, Instagram, or Facebook
 - c. Do not initiate connections with athletes on Social media;
 - d. You should treat all connections with athletes without bias;
 - e. Seek permission from athletes before posting pictures or videos of the athletes on Social media; like a blog, Instagram, or YouTube



- f. All Organization's announcements and other official team business must be posted using Organization-branded social media;
- g. Never require athletes to participate in Social media;
- h. Ensure that parents are aware that some coach-athlete interactions may take place on Social media;
- i. Exercise appropriate discretion when using Social media for your own personal communications (with friends, colleagues, and athletes) with the knowledge that your behaviour may be used as a model by your athletes
- j. Avoid association with Social media with explicit sexual contact or viewpoints that might offend or compromise the coach-athlete relationship;
- k. Never misrepresent yourself by using a fake name or fake profile on Social media;
- l. Information obtained from Social media about an athlete imposes an obligation of disclosure on your part to the Organization (such as seeing pictures of underage athletes drinking during a trip).
- m. Attempt to make communication with athletes in social media as one-sided as possible. Be available for athletes if they initiate contact via social media – athletes may wish to have this easy and quick access to you – but avoid imposing yourself into an athlete's personal social media space unless explicitly requested to do so
- n. Avoid posting pictures of, or alluding to, participation in illegal activity such as: speeding, physical assault, harassment, drinking alcohol (if underage), and smoking marijuana

Social Media Guidelines for Athletes

- 5. The following principles should be used by athletes when using Social media:
 - a. Consider setting your privacy settings to restrict who can search for you and what private information other people can see. Without applying such restrictions may allow your private information to be publicly available;
 - a. Coaches, teammates, officials, or opposing competitors may access your information and/or request to follow you on Social media. You are not required to accept such requests or follow others on Social media;
 - b. If you feel harassed by a fellow athlete, coach or other member of the Organization via Social media, report it to your coach, club official, or to the Organization;
 - c. Do not feel pressure to join a fan page on Facebook or follow a Twitter feed or Instagram account
 - d. Content posted on a social medium, relative to your privacy settings, is considered public. In most cases, you do not have a reasonable expectation of privacy for any material that you post



- e. Content posted to a social medium is almost always permanent – consider that other individuals may take screen caps of your content (even snapchats) before you can delete them
- f. Avoid posting pictures of, or alluding to, participation in illegal activity such as: speeding, physical assault, harassment, drinking alcohol (if underage), and smoking marijuana
- g. Model appropriate behaviour in Social media befitting your status as a) an elite athlete, and b) a member of your club and of the Organization. As a representative of the Organization, you have agreed to the Organization's *Code of Conduct and Ethics* and must follow that Code when you post material and interact with other people through Social media;
- h. Be aware that your use of Social media may be monitored by your club, coach, or by the Organization and content or behaviour demonstrated in Social media may be subject to sanction under the Organization's *Discipline and Complaints Policy*.

Club Responsibilities

- 6. Clubs should not attempt to impose Social media restrictions on coaches or athletes. There are many situations where Social media contact is desirable and necessary. Coaches and athletes should be trusted, pursuant to the Organization's *Code of Conduct and Ethics*, to navigate Social media using their best judgment.
- 7. Clubs should monitor Social media use by its athletes and coaches and should consider regular review of these Guidelines by coaches and athletes. Coaches and athletes may need to be reminded that behaviour in social media is still subject to the Organization's *Code of Conduct and Ethics*.
- 8. Complaints and concerns about an athlete's or a coach's conduct or behaviour on Social media can be addressed under the Organization's *Discipline and Complaints Policy*.

PSO Board of Directors Approval Date:	<u>April 10, 2025</u>
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