



## Social Media Use Policy

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

### Definitions

1. The following terms have these meanings in this Policy:
  - a. *“Organization-branded social media”* – Official social media engagement by the Organization including the Organization’s Facebook page(s), X feed, photo sharing accounts, YouTube channels, blogs, or other social media engagement; both those that exist currently and those that will be created by the Organization in the future;
  - b. *“Representative”* – All individuals employed by, or engaged in activities on behalf of the Organization. Representatives include, but are not limited to, staff, administrators, Directors and Officers of the Organization, committee members, and volunteers;
  - c. *“Social media”* – The catch-all term that is applied broadly to computer-mediated communication media such as blogs, YouTube, Facebook, Instagram, Tumblr, TikTok, Snapchat, and X.

### Purpose

2. The Organization encourages the use of social media by its Representatives to enhance effective internal communication, build the Organization brand, and interact with members. Since there is so much ambiguity in the use of social media, the Organization has created this policy to set boundaries and standards for Representatives’ social media use.

### Application of this Policy

3. This Policy applies to all Representatives.

### Representatives’ Responsibilities

4. Representatives will not:
  - a. Use Social media or Organization-branded social media for the purpose of fraud or any other activity that contravenes the laws of Canada, the Organization’s *Code of Conduct and Ethics*, or any other applicable jurisdiction;



- b. Impersonate any other person or misrepresent their identity, role, or position with the Organization;
- c. Display preference or favouritism with regard to clubs, athletes, or other members;
- d. Upload, post, email, or otherwise transmit:
  - i. Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive of another person's privacy, or otherwise objectionable
  - ii. Any material which is designed to cause annoyance, inconvenience, or needless anxiety to others
  - iii. Any material that infringes on the patent, trademark, trade secrets, copyright, or other proprietary right of any other party
  - iv. Any material that is considered the Organization's confidential information or intellectual property, as per the Organization's *Confidentiality Policy*.

5. Representatives shall refrain from publicly sharing information related to the Organization or its operations on Representatives' personal Social media. Instead, matters related to the Organization or its operations should be handled through more official communication channels (like email) or through the Organization-branded social media. For example, an Organization Head Coach shall not represent the Organization in answering a question on the Organization-branded social media that is directed at, and better addressed in more official communication channels by, the Organization's Vice-President.

6. Representatives shall use their best judgment when responding to content posted by other people on the Organization-branded social media. In some cases, deletion of the material may be the most prudent action. In other cases, responding publicly may be preferred. If a Representative questions the correct action to take, the Representative shall consult with another Representative who has more decision-making authority at the Organization.

### **Organization Responsibilities**

7. The Organization will:
  - a. Ensure that Representatives only use Organization-branded social media in a manner consistent with this policy;



- b. Properly vet and understand each social medium before directing Representatives to engage with, or create, the Organization-branded social media;
- c. Provide training on the topic of social media; in the event that the social media engagement directed by the Organization is unclear or not fully understood;
- d. Monitor Representatives' use of Organization-branded social media.

**Enforcement**

8 . Failure to adhere to this Policy may result in discipline in accordance with the Organization's *Discipline and Complaints Policy*, legal recourse, or termination of employment/volunteer position.

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