



## **SOCIAL MEDIA AND NETWORKING POLICY**

### **1. INTRODUCTION**

For the purpose of this Social Media and Networking Policy, the policy will encompass public communications through such internet mediums and websites as Facebook, Twitter, Instagram, Snapchat, LinkedIn, Foursquare and any other social media network that allows users to communicate online.

The policy will be applicable to all members of the Freestyle Manitoba Community, including Executive Members and Officers, Board of Directors, teams, clubs, officials, coaches, trainers, athletes, athletes' family members and supporters.

Freestyle Manitoba recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. Freestyle Manitoba also respects the right of its Community to express their views publicly. At the same time, we must be aware of the dangers social media and networking can present.

The purpose of this policy is to educate the Freestyle Manitoba Community on the risks of social media and to ensure the Freestyle Manitoba Community is aware that conduct deemed to be inappropriate may be subject to disciplinary action by Freestyle Manitoba.

### **2. SOCIAL MEDIA GUIDELINES**

- a) Freestyle Manitoba holds the entire Freestyle Manitoba Community who participates in social media and networking to the same standards as it does for all other forms of media including radio, television and print.
- b) Comments or remarks of an inappropriate nature which are detrimental to a team, club, Freestyle Manitoba or an individual will not be tolerated and will be subject to disciplinary action.
- c) It should be recognized that social media comments are on the record and instantly published and available to the public and media. Everyone including Freestyle Manitoba, its Executive Members and Officers, Board of Directors, teams, clubs, officials, coaches, trainers, athletes, athletes' family members, supporters, corporate / sport partners and the media can review social media communications. You should conduct yourself in an appropriate and professional manner at all times.
- d) Refrain from divulging confidential information of a personal, team, club or Association-related nature. Avoid revealing business or athletic competition or training strategies that could provide another team or individual a competitive advantage. Furthermore, do not discuss injury information about any athlete. Only divulge information that is considered public.
- e) Use your best judgment at all times – pause before posting. Ultimately, you are solely responsible for your comments and they are published for the public record.



f) If requested to participate in an online network, as a direct result of your affiliation with or participation in Freestyle Manitoba, it is recommended that you request – in writing - approval from the Freestyle Manitoba Executive.

g) Freestyle Manitoba officials, coaches, trainers and athletes are not permitted to participate in social media or networking two (2) hours prior to the start of a Freestyle Canada, Freestyle Manitoba or club sanctioned competition, and at least one (1) hour following the completion of a Freestyle Canada, Freestyle Manitoba or club sanctioned competition.

### **3. SOCIAL MEDIA VIOLATIONS**

The following are examples of conduct through social media and networking mediums that are considered violations of the Freestyle Manitoba Social Media and Networking Policy and may be subject to disciplinary action by Freestyle Manitoba.

a) Any statement deemed to be publicly critical of Freestyle Manitoba officials or detrimental to the welfare of a member team, club, Freestyle Manitoba or an individual.

b) Divulging confidential information that may include, but is not limited to the following:

- athlete injuries;
- competition or training strategies; or
- any other matter of a sensitive nature to a member team, club, Freestyle Manitoba or an individual.

c) Negative or derogatory comments about Freestyle Manitoba, its member teams and clubs, Freestyle Manitoba Executive Officers and Members, Board of Directors, Freestyle Manitoba programs, coaches, trainers, athletes, athletes' family members, supporters or any other stakeholders.

d) Any form of bullying, harassment or threats against athletes, coaches, trainers or officials.

e) Photographs, video or comments promoting negative influences or criminal behavior, including but not limited to:

- drug use,
- alcohol abuse,
- public intoxication,
- hazing,
- sexual exploitation, etc.

f) Online activity that contradicts the current policies of Freestyle Manitoba or any of its member clubs.

g) Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with the Freestyle Manitoba policies and regulations on these matters.

h) Online activity that is meant to alarm other individuals or to misrepresent fact or truth.



#### **4. DISCIPLINE**

Freestyle Manitoba will investigate reported violation(s) of this policy. If the investigation determines that a violation has occurred, Freestyle Manitoba will impose an appropriate suspension. Any appeal of the suspension will be dealt with on a case-by-case basis. Freestyle Manitoba may request involvement from Sport Manitoba, Freestyle Canada or other stakeholders as it deems necessary.

#### **5. SUMMARY**

When using social media and networking mediums, the Freestyle Manitoba Community should assume at all times they are representing Freestyle Manitoba and/or its member teams or clubs. All members of the Freestyle Manitoba Community should remember to use the same discretion with social media and networking as they do with other traditional forms of media. Should the identity or image of any member of the Freestyle Manitoba Community be used in Social Media and Networking without the individual, team, club and / or Freestyle Manitoba authorization, this is considered to be identity theft. Please notify the Freestyle Manitoba Vice-President, Marketing immediately. Any use of an athlete or coach's image or likeness without the written consent of Freestyle Manitoba is strictly prohibited.

**Name of PSO: Manitoba Freestyle Ski Association**

**Board Approval Date: October 21, 2016**