



Snowboard Ontario
Social Media Policy

Approved by the SO BOD March 30th 2018

1) INTRODUCTION

This policy has been developed to provide advice for clubs, teams, officials, volunteers, members, coaches and athletes to help make informed decisions about how they use the internet and other electronic methods of communication.

- a) Social media has become an integral part of the way we communicate with our audiences and friends. Social media includes personal and professional websites, blogs, chat rooms and bulletin boards; social networks, such as, but not limited to, Facebook, LinkedIn, and Twitter; video and image sharing sites such as YouTube, Instagram; and e-mail. As some online postings could conflict with the interests of Snowboard Ontario (SO) and its membership, SO has adopted the following Social Media Policy.
- b) Breach of this policy may result in either a warning or possible disciplinary action.

2) JURISDICTION

These procedures are applicable to the business, activities or events organized by Snowboard Ontario, its members and participants.

3) GUIDELINES

- a) It is everyone's responsibility to follow proper procedures both in the field of play and on the web.
- b) Coaches, teams, officials, volunteers and others in a position of trust in snowboarding need to act responsibly, both on and off the hill, and this includes the use of electronic communications. Clubs and teams that set up websites have a responsibility to ensure monitoring and compliance mechanisms are in place. Coaches, officials and those in a position of responsibility in associations and must ensure they communicate responsibly.
- c) Everyone using any social media platform should:
 - I. Think twice before posting, once posted it cannot be retracted.
 - II. Ensure social media presence does not negatively reflect badly on you or impact the reputation of Snowboard Ontario, your club or your team
 - III. Write in the first person so that it is clear that you are expressing your personal opinions and not those of Snowboard Ontario or any other organization.
 - IV. Athletes should obtain permission from parents to post photographs and or names to social media sites.
- d) Everyone using any social media platform shall NOT:
 - I. Publish negative comments about other clubs, teams, athletes or officials, and any controversial or potentially inflammatory subjects or incidents that may have occurred within our snowboard sport system
 - II. Use harassing, hostile or derogatory language in any online communications. Please refer



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to the Harassment Policies on the SO website for a more complete description.

- III. Be careful when responding to any inaccurate or negative comments about your club, team, athletes or anyone involved with your association. In order to avoid escalation do not engage in an open debate about these comments. Please contact Snowboard Ontario for advice.
- IV. Use copyrighted information without citations and links. When publishing either exact or paraphrased text, photos or videos, give credit to the author or publisher. Never use trademarks, slogans, logos etc without obtaining permission from the copyright owner.

4) CLUBS, TEAMS AND ATHLETES

- a) Clubs and Teams are responsible for ensuring all content hosted on their websites, social networks, message boards or blogs abide by the Rules and Regulations of Snowboard Ontario. As a member of Snowboard Ontario, clubs, teams and athletes that maintain a social media presence to promote or communicate themselves, will assume responsibility for reviewing responses to online posts and resolving any concerns about the propriety of the responses. If you do not have a moderator to approve all postings before they appear online, it is highly recommended that you have someone to review all complaints and review and remove any offensive comments within 48 hours of receiving the complaint.
- b) Although many minor athletes will have their own email address, all communications should also be sent to the parent's email as well. No adult should communicate one on one with a minor. Minors of age should be encouraged by their coaches and parents to inform an adult they trust if they receive any communications that makes them feel uncomfortable or if anyone has told them not to tell anyone about a communication. The website should contain information for the person to contact in these cases.

5) COACHES, STAFF OFFICIALS AND VOLUNTEERS

- a) A large percentage of SO coaches, officials and volunteers deal with children who are minors, some of our officials and coaches in training are also minors. Extra care must be taken with this age group to avoid even an appearance of improper conduct. All public communications in social media to those minors about the association shall be conducted using "official" Snowboard Ontario social media sites only.
- b) Unless a minor athlete/official/coach is a direct relation or close family friend, the coaches, managers, officials, trainers and association officials should generally not:
 - I. Accept anyone as a friend on social networking sites, or share their personal social webpage' with a minor.
 - II. Make contact with anyone outside of the snowboard context via any social networking media.
 - III. Send personal messages of a non-snowboard nature to a minor .
 - IV. Engage in any personal conversations or social comments.

Any questions on the Snowboard Ontario social media policy or any incident related to it should be directed to the SO office.