



CROSS COUNTRY SKI ASSOCIATION OF MANITOBA SOCIAL MEDIA & NETWORKING POLICY

1. INTRODUCTION

Cross Country Ski Association of Manitoba (CCSAM) recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. CCSAM also respects the right of all members and affiliates to express their views publicly. At the same time, we must be aware of the potential issues that social media and networking can present.

The purpose of this policy is to educate CCSAM members on the risks of social media and to ensure all members and affiliates are aware that conduct deemed to be inappropriate may be subject to disciplinary action by CCSAM Board of Directors.

Blogs, social networks and websites such as Facebook, Twitter, Instagram and YouTube are exciting communication channels for you to share your cross country skiing experiences. CCSAM encourages and supports participation and involvement with social media communities and will view comments/posts as public information.

The following guidelines have been developed for you to follow when posting to a blog or some other form of social media. General recommendations:

- Think before you post
- Be respectful
- Be enthusiastic
- Do not post private information
- Be accurate
- Posting inappropriate pictures can cause issues for you, your club or team and CCSAM
- Double check your privacy/security settings
- Any post referencing CCSAM should have the following or similar disclaimer: "Views expressed are my own and don't necessarily reflect that of CCSAM".

2. POLICY DETAILS

a) **Scope**

This policy applies to all employees, directors, coaches, athletes, officials, volunteers and members of CCSAM. It applies to online behaviour when serving as a representative of CCSAM and when participating as a sole individual.

The policy refers to use of a broad sweep of online activity including, but not limited to, social, professional and multi-media networks and live blogging tools. It includes posts, shares and tweets initiated by an individual, as well as retweeting or reposting someone else's comment(s) to one's own social media account.

Organizations and individuals are frequently re-learning that posting something on social media ensures the near permanent existence of that material. A tweet posted six months ago can easily be found by an intrepid researcher. A picture posted on Facebook never really goes away. These reasons underscore why we need to be especially careful about our social media use.

Today, social media is no longer limited to blogs and social networking sites. You have participated in social media if you have:

- Posted a comment
- Posted a review or rated a product
- Tweeted anything
- Participated in an online poll
- Posted a status update on Facebook
- Created a LinkedIn Profile
- Uploaded a video to YouTube, Vimeo, TikTok etc.
- Shared an image on Flickr, Instagram, Snapchat, Tumblr etc.
- Shared your location
- Etc.

This policy covers social media messaging and actions that fall within CCSAM's organizational jurisdiction and includes, but is not limited to, protection of individuals, our brand, our sport profile, and relationships with our sponsors and funding partners.

b) Standard of Conduct

1. CCSAM holds all members who participate in social media and networking to the same standards as it does for all other forms of media including radio, television and print.
2. Comments, remarks or posts of an inappropriate nature which are detrimental to a club, team, CCSAM or an individual are not acceptable.
3. It is important to recognize that comments on social media are “on the record” and can be instantly replicated and published. Everyone including CCSAM employees, members, funding partners and the media can review social media communications. You should conduct yourself in an appropriate and professional manner at all times.
4. Use your best judgment at all times – pause before posting or sending. Once your comments are posted or sent they cannot be retracted. Ultimately, you are solely responsible for your comments.
5. Any persons who are in the position of leadership and influence of minors will be held to a higher standard on ensuring that professionalism and appropriateness is maintained.

3. DISCIPLINE

An individual who uses social media irresponsibly or disrespectfully in a manner that may bring CCSAM into disrepute and/or is contrary to the standards of conduct as set in the *CCSAM Code of Conduct & Ethics Policy* will be subject to disciplinary action as per the *CCSAM Discipline & Complaints Policy*.

4. SUMMARY

When using social media and networking mediums, CCSAM members should assume at all times they are representing their Club and/or the Association. All members of CCSAM should use the same discretion with texting, participating in social media and networking as they do with other traditional forms of media.

Cross Country Ski Association of Manitoba

Board Approval Date: 3 February 2021