

SOCIAL MEDIA POLICY

Definitions

1. The following terms have these meanings in this Policy:
 - a) *“Social media”* – The catch-all term that is applied broadly to new computer-mediated communication media including, but not limited to blogs, YouTube, Facebook, Instagram, Tumblr, Snapchat, and Twitter.
 - b) *“Individuals”* – Individuals employed by, or engaged in activities with Curling Canada including, but not limited to, athletes, coaches, convenors, referees, officials, volunteers, managers, administrators, committee members, medical and paramedical personnel, and Directors and Officers of Curling Canada
 - c) *“Discipline Chair or Case Manager”* – The person(s) appointed by Curling Canada to oversee management and administration of complaints, as applicable.

Preamble

2. Curling Canada is aware that Individual interaction and communication occurs frequently on social media. Curling Canada cautions Individuals that any conduct falling short of the standard of behaviour required by Curling Canada’s *Code of Conduct and Ethics* will be subject to the disciplinary sanctions identified within Curling Canada’s *Discipline and Complaints Policy*.

Application of this Policy

3. This Policy applies to all Individuals as defined in the Definitions.

Conduct and Behaviour

4. In accordance with Curling Canada’s *Discipline and Complaints Policy* and *Code of Conduct and Ethics*, the following social media conduct may be considered minor or major infractions at the discretion of the Discipline Chair or Case Manager:
 - a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an Individual, at Curling Canada, or at other individuals connected with Curling Canada
 - b) Posting a picture, altered picture, or video on a social medium that is harmful, disrespectful, insulting, or otherwise offensive, and that is directed at an Individual, at Curling Canada, or at other individuals connected with Curling Canada
 - c) Creating or contributing to a Facebook group, webpage, Instagram account, Twitter feed, blog, or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about Curling Canada, its stakeholders, or its reputation
 - d) Inappropriate personal or sexual relationships between Individuals who have a power imbalance in their interactions, such as between athletes and coaches, Directors and staff, officials and athletes, etc.
 - e) Any instance of cyber-bullying or cyber-harassment between one Individual and another Individual (including a teammate, coach, opponent, volunteer, or official), where incidents of cyber-bullying and cyber-harassment can include but are not limited to the following conduct on any social medium, via text-message, or via email: regular insults, negative comments, vexatious behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour.
5. All conduct and behaviour occurring on social media may be subject to Curling Canada’s *Discipline and Complaints Policy* at the discretion of the Discipline Chair or Case Manager.

Individuals Responsibilities

6. Individuals acknowledge that their social media activity may be viewed by anyone, including Curling Canada.
7. If Curling Canada unofficially engages with an Individual in social media (such as by retweeting a tweet or sharing a photo on Facebook) the Individual may, at any time, ask Curling Canada to cease this engagement.
8. When using social media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with Curling Canada.
9. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to Curling Canada's *Discipline and Complaints Policy*.
10. An individual who believes that an Individual's social media activity is inappropriate or may violate Curling Canada's policies and procedures should report the matter to Curling Canada in the manner outlined by Curling Canada's *Discipline and Complaints Policy*.