November 2013

SKATE CANADA NOVA SCOTIA SOCIAL MEDIA AND SOCIAL NETWORKING POLICY

A. Introduction

Skate Canada Nova Scotia(SCNS) recognizes that social media can be used for organizational purposes to increase communication between and among its Members (Members being known as: athletes, coaches, officials, volunteers, employees and parents) and partners and advance the promotion and positive profile of our sport and star athletes to a large audience.

SCNS actively encourages and supports Members to take part in social media to share their positive experiences. For Members it is also a great opportunity to raise the profile of our sport and help them connect with fans of the sport.

SCNS also recognizes the importance of online conversation and respects the right to freedom of speech and the use of social media for personal purposes.

SCNS is committed to a sport and work environment that supports responsible and respectful use of social media by its Members. All postings made to social media are treated as 'public,' comparable to comments or actions in a public forum or in front of a camera or microphone.

This policy describes SCNS's commitment to using social media responsibly and should be read in conjunction with SCNS's Social Medial Guidelines for Members that provides the mechanism for our organization to deal with damaging messages quickly, responsively and effectively.

B. Policy Details

1. Scope

This policy applies to all Members of SCNS. It applies to online behaviour when serving as a representative of SCNS 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 re-tweeting 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 be easily found by an intrepid researcher. A picture

that is posted on Facebook never really goes away. These reasons underscore why we need to be especially careful about our social media use.

Social media is no longer limited to blogs and social networking sites, it takes many different forms including, but not limited to the following:

- Posted a comment on a blog
- 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 or Vimeo
- Shared an image on Flickr
- Shared your location on Foursquare or the like
- Instagram
- Tumbler

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

2. Standard of Conduct – Messaging

SCNS endorses a high standard of behaviour when using social media and does not condone any messages that:

- May constitute harassment, discrimination or violence;
- Are hurtful, malicious, degrading or otherwise offensive to an individual or group of individuals;
- Refer to controversial or potentially inflammatory subjects including, but not limited to, politics, sex,and religion;
- Are damaging to our brand and/ or relationships with our stakeholders and funding partners;
- Divulge confidential or proprietary information that belongs to SCNS;
- Fail to respect the privacy of others by disclosing personal information without requisite consent.

3. Standard of Conduct – Posting

Only those designated, may post on the official social media sites of SCNS.

All official inquiries about SCNS must be answered through the appropriate Board person or their designate.

4. Imposing Disciplinary Sanctions

An individual that uses social media irresponsibly or disrespectfully in a manner that may bring SCNS into disrepute and/or is contrary to the standards of conduct for messaging and posting set above will be subject to discipline. Indiscretions through social media are subject to the same discipline if an individual made similar damaging comments or actions in a public forum or in front of a camera or microphone.

Disciplinary sanctions will reflect the severity of the infraction. Minor infractions are single, largely unintentional breaches of this policy that generally do not result in harm to individuals and/or SCNS. Major infractions are either single breaches of significance or repeated multiple breaches which violate any of the Social Media and Social Networking Policy, Code of Conduct and Ethics Policy and that result, or have the potential to result, in harm to individuals and/or SCNS.
Disciplinary sanctions for minor infractions may include the following:

- Immediate removal and retraction of messages in question;
- Verbal or written reprimands;
- A verbal or written apology; and/or
- Any other similar sanction considered appropriate relative to the breach.

Disciplinary sanctions for major infractions correspond to those in the Social Media and Social Networking Policy, Code of Conduct, and Ethics Policy and may include the following:

- Immediate removal and retraction of messages in question;
- Formal, written notification of the nature of the violation against the Social Media and Social Networking Policy, Code of Conduct and Ethics Policy;
- Verbal or written apologies;
- Reporting to Skate Canada for further action

Any individual may appeal the decision and disciplinary sanctions by following the Dispute Resolution and Appeals Policy established by SCNS.

Disciplinary sanctions imposed internally by SCNS do not preclude legal action that may be taken against an individual using social media irresponsibly.

C. Additional Pertinent Information

This Social Media and Social Networking Policy is meant to cover existing and emergent online tools and network options.

Compliance with this policy could be referenced specifically in SCNS's agreements and/or contracts with Members.

Expectations of this policy and complementary Social Media Guidelines for Members for social media use can be covered in media training provided by SCNS.

D. Policy Implementation

The SCNS Board of Directors have shared responsibility and accountability to implement and enforce this policy.