



DORCHESTER RINGETTE ASSOCIATION

Social Media Use 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 such as blogs, YouTube, Instagram, Snapchat, Facebook, and Twitter
- b) "Dorchester Ringette Association-branded social media" – Official social media engagement by Dorchester Ringette Association including Dorchester Ringette Association's Facebook page(s), Twitter feed, photo sharing accounts, YouTube channels, blogs, or other social media engagement; both those that exist currently and those that will be created by Dorchester Ringette Association in the future
- c) "Representative" – All individuals volunteering, or engaged in activities on behalf of Dorchester Ringette Association.

Purpose

2. Dorchester Ringette Association encourages the use of social media by its Representatives to enhance effective internal communication, build the Dorchester Ringette Association brand, and interact with members. Since there is so much ambiguity in the use of social media, Dorchester Ringette Association has created this policy to set boundaries and standards for Representatives' social media use.

Application of this Policy

3. This Policy applies to all Representatives.

Representatives' Responsibilities

4. Dorchester Ringette Association Representatives will not:

- a) Use social media for the purpose of fraud or any other activity that contravenes the laws of Canada, Dorchester Ringette Association's Code of Conduct and Ethics, or any other applicable jurisdiction
- b) Impersonate any other person or misrepresent their identity, role, or position with Dorchester Ringette Association
- c) Display preference or favouritism with regard to clubs, athletes, or other members
- d) Upload, post, email, or otherwise transmit:
 - i. Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive or another person's privacy, or otherwise objectionable
 - ii. Any material which is designed to cause annoyance, inconvenience, or needless anxiety to others
 - iii. Any material that infringes on the patent, trademark, trade secrets, copyright, or other proprietary right of any other party
 - iv. Any material that is considered Dorchester Ringette Association's confidential information or intellectual property, as per Dorchester Ringette Association's Confidentiality Policy



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5. Representatives shall refrain from discussing matters related to Dorchester Ringette Association or its operations on Representatives' personal social media. Instead, matters related to Dorchester Ringette Association or its operations should be handled through more official communication channels (like email) or through Dorchester Ringette Association-branded social media.

6. Representatives shall use their best judgment to respond to controversial or negative content posted by other people on Dorchester Ringette Association-branded social media. In some cases, deletion of the material may be the most prudent action. In other cases, responding publicly may be preferred. If a Representative questions the correct action to take, the Representative shall consult with another Representative who has more decision-making authority at Dorchester Ringette Association.

7. Representatives shall use a clear and appropriate writing style.

Dorchester Ringette Association's Responsibilities

8. Dorchester Ringette Association will:

- a) Ensure that Representatives only use social media in a positive manner when connecting with others
- b) Properly vet and understand each social medium before directing Representatives to engage with, or create, Dorchester Ringette Association-branded social media
- c) Host expert training sessions on the topic of social media; in the event that the social media engagement directed by Dorchester Ringette Association is unclear or not fully understood
- d) Ensure that Representatives balance personal and professional information posted via social media and inform Representatives that a balance is necessary and positive
- e) Monitor Representatives' use of social media
- f) Coaches, team managers, or any other representatives posting to social media sites must always respect the wishes of parents who have identified they do not want their child's image posted online.

Enforcement

9. Failure to adhere to this Policy may permit discipline in accordance with Dorchester Ringette Association Discipline and Complaints Policy, legal recourse, or dismissal of volunteer position.

This Policy is subject to review at least once every three years

Date of last review: May 2016