**Tumblers Gymnastics Centre**

**Social Media Use Policy**

**Definitions**

1. The following terms have these meanings in this policy
   1. “Association” - Tumblers Gymnastics Centre
   2. “Association-Branded Social Media - Official social media engagement by the Association including the Associations Facebook page(s), Instagram, photo sharing accounts, or other social media engagement; both those that exist currently and those that will be created by the Association in the future
   3. “Representative” - All individuals employed by, or engaged in activities on behalf of, the association. Representatives include, but are not limited to, athletes, staff, administrators, directors and officers of the Association, committee members, and volunteers.
   4. “Social Media” - The catch-all term that is applied broadly to new computer-mediated communication such as blogs, Youtube, Instagram, Snapchat, Facebook and Twitter (X).

**Purpose**

1. The association encourages the use of social media by its representatives to enhance effective internal communication, build the association’s brand, and interact with members. Since there is so much ambiguity in the use of social media, the 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. Association Representatives will not:

* 1. Use social media for the purpose of fraud or any other activities that contravene the laws of Canada, the Association’s *Code of Conduct,* or any other applicable jurisdiction.
  2. Impersonate any other person or misrepresent their identity, role, or position with the Association.
  3. Display preference or favouritism with regards to athletes, clubs, coaches or other members.
  4. Upload, post, email, or otherwise transmit:
     1. Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive of another person’s privacy, or otherwise objectionable.
     2. Any material which is designed to cause annoyance, inconvenience, or needless anxiety to others.
     3. Any material that infringes on the patent, trademark, trade secrets, copyright, or other proprietary right of any other party.
     4. Any material that is considered the Association’s confidential information or intellectual property, as per the Association’s *Confidentiality Policy.*
     5. Any content that bears the association's logo with the consent of a coach and/or full-time employee of the association.

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

6. Representatives must engage with social media only the context(s) described in their contract of employment, volunteer position, or position with the association. Context may also be given from the directors of the association from time to time.

7. Representatives shall use their best judgement to respond to controversial or negative content posted by other people on the associated-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 the directors of the association for further guidance.

8. Representatives shall use a clear and propriety writing style.

**Association Responsibilities**

9. The Association will:

* 1. Ensure that representatives only use social media in a positive manner when connecting with others.
  2. Properly vet and understand each social medium before directing representatives to engage with, or create, the association-branded social media.
  3. Host expert training sessions on the topic of social media; in the event that the social media engagement directed by the association in unclear or not fully understood.
  4. Ensure that representatives balance personal and professional information posted via social media and inform representatives that a balance is necessary and positive.
  5. Monitor representatives’ use of social media.

**Enforcement**

10. Failure to adhere to this policy may permit discipline in accordance with the Association’s *Discipline and Complaints Policy*, legal, recourse, or termination of employment/volunteer position.