



EXTERNAL - SOCIAL MEDIA POLICY

DEFINITIONS

1. The following terms have these meanings in this Policy:
 - a) "*Case Manager*" – The person or organization appointed by Organization to oversee management and administration of complaints.
 - b) "*Organization*" – Archers and Bowhunters Association of Manitoba
 - c) "*Social media*" – The catch-all term that is applied broadly to computer-mediated communication media such as blogs, YouTube, Facebook, Instagram, Tumblr, and Twitter, the Organization Facebook page, the National Team Blog, Organization Twitter Account, AttackPoint Training Log, AttackPoint Discussions, DOMA, etc.
 - d) "*Stakeholders*" – Stakeholders include:
 - i. All categories of membership defined in the Organization's Bylaws
 - ii. All individuals engaged in activities with, Organization including, but not limited to, athletes, coaches, officials, volunteers, team managers, medical personnel, administrators, committee members, and directors and officers of Organization.
 - iii. All members of Organization Provincial/Territorial Associations, Member Clubs (and those affiliated with an Organization Provincial/Territorial Association)

PREAMBLE

2. The Organization is aware that Stakeholder interaction and communication occurs frequently on Social Media and is a tool for the Organization to engage its Stakeholders. The Organization cautions Stakeholders that any conduct falling short of the standard of behaviour required by the Organization's Code of Conduct will be subject to the disciplinary sanctions identified within the Organization's Discipline and Complaints Policy.

APPLICATION

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

CONDUCT AND BEHAVIOUR

4. Per the Organization's *Appeals Policy and Code of Conduct*, the following Social Media conduct may be considered minor or major infractions at the discretion of the Case Manager:
 - a) Posting a disrespectful, hateful, insulting, or otherwise negative comment on a personal blog, in a Facebook post or note, or as a Tweet on Twitter, that is directed at Stakeholders or at other persons connected with the Organization.
 - b) Posting a disparaging or harmful comment on a personal blog, in a Facebook post or note, or as a Tweet on Twitter, that is directed at the Organization.
 - c) Creating or contributing to a Facebook group, webpage, blog, or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about the Organization or its reputation.
 - d) Posting a picture, altered picture, or video on Facebook, Tumblr, Twitter, YouTube, or other social medium that is harmful, disrespectful, insulting, or otherwise offensive, and that is directed at Stakeholders or at other persons connected with the Organization.

- e) Any instance of cyber-bullying or cyber-harassment between one Stakeholder and another Stakeholder (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 behavior, pranks or jokes, threats, posing as another person, spreading rumors or lies, or other harmful behavior.
 - f) Acting as any other person other than the Stakeholder.
5. In addition to Section 4, Stakeholders have a responsibility to:
- a) Use casual, respectful and friendly language, and never say anything online that a Stakeholder would not say in front of individuals to whom they respect
 - b) Be truthful and in the case of an inadvertent mistake, make every effort to correct the mistake as soon as possible
 - c) Refrain from the use of profanity and hateful language
 - d) Refrain from venting frustrations about a race, event or decisions or actions by other Stakeholders
 - e) Understand that what is posted on Social Media becomes a permanent public record
 - f) Understand that it is not productive to get into an argument with anyone online or via Social Media
 - g) Understand that the Organization relies on volunteer efforts of organizers and will be respectful of this and show appreciation when appropriate and avoid public criticism at all times
 - h) Understand that Stakeholders are ambassadors for sport and will act in a manner that positively promotes sport

STAKEHOLDER RESPONSIBILITIES

- 6. Stakeholders must be aware that their Social Media use may be monitored by the Organization or by the Stakeholder's local associations.
- 7. When using Social Media, a Stakeholder must model appropriate behaviour benefitting the Stakeholder's status as an athlete and a Stakeholder of the Organization.
- 8. Removing content from Social Media after it has been posted (either publicly or privately) does not excuse the Stakeholder from being subject to the Organization *Code of Conduct and Appeals Policy*.
- 9. Any individual who believes that the Social Media use by another Stakeholder is inappropriate or may violate the Organization's policies and procedures should report the matter to the Organization in the manner outlined by the Organization *Code of Conduct & Appeals Policy*.