



Policy Name: Social Media Policy
Version Control: September, 2021
Ratification Date:
Review Date:

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 computer-mediated communication media including, but not limited to blogs, YouTube, Facebook, Instagram, Tumblr, Snapchat, Tik Tok and Twitter.
 - b) "*Individuals*" – Individuals employed by, or engaged in activities with Curling NB including, but not limited to, employees, athletes, coaches, convenors, referees, officials, volunteers, managers, administrators, committee members, medical and paramedical personnel, parents/guardians of athletes and spectators.
 - c) "*Discipline Chair or Case Manager*" – The person(s) appointed by Curling NB to oversee management and administration of complaints, as applicable.

PREAMBLE

2. Curling NB is aware that Individual interaction and communication occurs frequently on social media. Curling NB cautions Individuals that any conduct falling short of the standard of behaviour required by Curling NB's *Code of Conduct and Ethics* will be subject to the disciplinary sanctions identified within Curling NB'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 NB'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 NB, or at other individuals connected with Curling NB
 - b) Posting a picture, altered picture, audio file or video on a social medium that is harmful, disrespectful, insulting, or otherwise offensive, and that is directed at an Individual, at Curling NB, or at other individuals connected with Curling NB
 - 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 NB, its stakeholders, or its reputation, or any posts that may bring disrepute upon the Curling NB.
 - d) Inappropriate personal or sexual relationships between Individuals who have a power imbalance in their interactions, such as between athletes and coaches, 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 NB'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 NB.
7. If Curling NB 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 NB 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 NB.
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 NB's *Discipline and Complaints Policy*.
10. An individual who believes that an Individual's social media activity is inappropriate or may violate Curling NB's policies and procedures should report the matter to Curling NB in the manner outlined by Curling NB's *Discipline and Complaints Policy*.