

Social Media Policy

Social media offers the opportunity for people to gather in online communities of shared interest and create, share, consume content whilst assist in building personal profiles and fan bases worldwide.

Scope

This policy applies equally to all employees, directors, coaches', athletes, team personnel, contractors and related personnel

This policy covers all forms of social media. Social media includes, but is not limited to, such activities as:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, Twitter, Instagram, Snap Chat, Vimeo or MySpace);
- Content sharing including Flickr and YouTube;
- Commenting on blogs for personal or business reasons;
- Leaving product or service reviews on retailer sites, or stakeholder review sites;
- Taking part in online votes and polls;
- Taking part in conversations on public and private web forums;
- Wikipedia pages

Policy Objective

The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, stakeholders, sponsors or ACA

Guiding Principles

Do:

- Follow sponsors and teammates to build awareness of your pages and show support
- Celebrate the accomplishments of teammates/sporting excellence
- Wish teammates well – show support for fellow athletes
- Comment on your own performance /form/training, in a positive manner
- Share your excitement about upcoming events
- Say thank you
- Support your sponsors/supporters
- Have fun, be yourself
- Do seek guidance if you're unsure of your posts or tweets

Don't:

- Do not post negative comments about any company, product or brand. Even if the company is not a current sponsor, the same rule applies (they could be a sponsor in the future)
- Do not post comments about a competitor to any of ACA corporate partners. Even if you have a passion for this brand, corporate partners are sensitive to these types of posts regardless of what the context is
- Do not post negative comments about your peers

- Do not post negative comments about ACA. This includes staff, events, the organization as a whole, team selection, race selections, team policy or team strategy
- Do not release medical information about yourself or another athlete. Specific medical information can only be released after the medical team has confirmed the injury
- Do not make any comments that could be interpreted as harmful to the sport
- Do not post any information about team meetings
- Do not post any negative comments related to race, religion or culture
- Do not publish lewd, vulgar or obscene comments or photographs
- Do not post video from inside the race venue
- Do not endorse or promote products for commercial gain, that conflicts with current ACA sponsors. This specifically relates to companies, products not covered through traditional sponsorships, as outlined in the athlete agreement

It is also critical to distinguish between private and public profiles on line and also the potential for your social media platforms to be hacked.

Olympics / Paralympics

*The following is for information only****

- First-person diary-type posts only: no reports on competition (who won) or comments on the activities of other participants or accredited personnel.
- No video or audio from inside Olympic/Paralympic venues. This includes athlete residencies/athletes village
- No use of the Olympic/Paralympic rings and symbols
- No promotion of any brand, product or service
- Still photographs, largely banned in some countries, may be uploaded to social media but cannot be sold or “otherwise” distributed.

Further social media items will be provided to applicable members when approaching the Olympic/Paralympic games.

Responsibilities

ACA will not:

- Use social media for the purpose of fraud or any other activity that contravenes the laws of Canada, ACA Code of Conduct or any other applicable jurisdiction
- Impersonate any other person or misrepresent their identity, role or position with ACA
- Display preference or favoritism with regard to clubs, athletes or other members

ACA will:

- Ensure that representatives only use social media in a positive manner when connecting with others
- Properly vet and understand each social media medium before directing representatives to engage with, or create, ACA branded social media

- Monitor representatives use of social media

Filing a Complaint

If an inappropriate comment is posted online that defames or is deemed abusive, the individual who posts or shares the material may have disciplinary action taken against them.

All complaints must be addressed to the appropriate member in ACA. It is recommended that complaints/breaches of the policy are documented (screen shots, copies etc.)

Discipline

Those identified within the scope of this policy who breach the social media protocols will be reprimanded with the following infractions:

1st breach – Immediate verbal notice and written warning

Sanction: The athlete shall post a rebuttal to their original post as directed by the VP, Partnerships.

2nd breach – Immediate written warning

Sanction: Impose a fine of up to \$2500.00 CDN upon the athlete and the athlete will post a rebuttal to their original post as directed by the VP, Partnerships.

3rd breach – Impose a fine of up to \$5000.00 CDN upon the athlete and the athlete may face further disciplinary actions as imposed by the VP, Partnerships.