



Social Media Policy

Scope

This policy applies to all individuals associated with Ontario Sailing, in roles as staff, volunteers or participants. This policy is intended to ensure compliance with legal and regulatory restrictions and privacy of personal information, confidentiality, and ensure online behaviour meets the standards set out in the Codes of Conduct

The purpose of this policy is to provide guidelines for participating in social media, including organization hosted social media, and situations where affiliation with Ontario Sailing is generally known, identified or presumed. It is also to clearly outline the privacy, confidentiality, legal and ethical issues that all employees and volunteers have regarding the use of social media.

Definition

For the purpose of this policy, “Social Media” refers to all online tools used to produce, post and interact using text, images, video and audio to communicate, share, collaborate or network. This includes, but not limited to blogs, podcasts, discussion forums, on-line collaborative information and publishing systems that are accessible to internal and external audiences (i.e., blogs, social networks, wiki’s, videos and photo file sharing, information sharing, tagging, podcasting and vlogging, and other similar tools such as Twitter, Facebook, Instagram, LinkedIn, and Snapchat etc.).

Policy

Individual Accounts

This section includes principles, standards and responsibilities of individuals when posting on their own accounts and commenting on others and generally using social media. This policy is not intended to interfere with private lives or impinge on the right to freedom of speech. This policy is designed to ensure the same code of conduct is followed on social media platforms as is expected in all other interactions. The principles and guidelines that apply to any/all organization activities in general, as found in the Code of Conduct, apply to all online activities.

As such, for further clarity, the following social media conduct may be subject to disciplinary action in accordance with the Discipline Policy and/or employment policies.

- a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment and/or picture, altered picture, or video on a social medium that is directed at an individual, at Ontario Sailing or any individual or organization affiliated with Ontario Sailing.
- b) 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 Ontario Sailing or organizations or individuals affiliated with Ontario Sailing,



Social Media Policy

- c) Any instance of cyber-bullying or cyber-harassment between one individual and another individual, 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 or unwelcome behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour
- d) Inappropriate personal or sexual relationships over a social medium between Individuals who have a power imbalance in their interactions, such as between athletes and coaches, volunteers and staff, officials and participants etc.

Privacy and confidentiality must be maintained in all environments, including online, and must at all times refrain from posting identifiable member or participant information of any kind online.

Anyone who chooses to represent themselves as affiliated with Ontario Sailing in their personal account must consider how they are representing themselves and the organization; consistency of posted content with organization mission and values and how the organization will thus be perceived.

Where your connection to Ontario Sailing is apparent or presumed, make it clear that you are speaking for yourself and not on behalf of the organization. In these circumstances, you should include the following disclaimer: *"The views expressed on this [blog; website etc...] are my own and do not reflect the views of my employer."* Please note this disclaimer does not itself exempt anyone from being responsible for the content of their social media accounts.

Removing content from social media after it has been posted (either publicly or privately) does not excuse the individual from being subject to the Discipline Policy.

An individual who believes that another individual's social media activity is inappropriate or may violate the policies and procedures of Ontario Sailing should report the matter as prescribed in the Discipline Policy.

Ontario Sailing Social Media Communications

Organization representation, including specific programs or teams, via online social media platforms can only be initiated and authorized by the Executive Director. Any accounts existing without prior authorization as required above will be subject to review and may be amended or removed.

The Executive Director will identify specific employees/volunteers who will be given access to communicate via official Ontario Sailing social media accounts.

Appropriate training sessions will take place with those granted access to communicate on behalf of the organization.



Social Media Policy

In the event of an emerging crisis or potentially harmful information (whether through social media or traditional media), all communication will originate only from Ontario Sailing designated spokespeople.

*Board approved last: June 21st 2021
Review date: June 2024*

Operational Procedures

If Ontario Sailing unofficially engages with an individual on social media (such as by retweeting a tweet or sharing a post on Facebook) the individual may, at any time, ask Ontario Sailing to cease this engagement and Ontario Sailing shall ensure this request is abided by.

To protect staff, volunteers, athletes, members and participants, the following procedures are in effect regarding participation by employees and volunteers on social media platforms

- The expectation is that each person conducts themselves professionally both on and off duty. Before publishing any material online, remember that what you post online is legally considered public material, as such each individual is personally responsible for his/her publications;
- Do not publish materials that are insulting, discriminatory, demeaning or offensive to Ontario Sailing, staff, volunteers, members, participants, athletes, community partners or the sport in general and/or that damage the organization's reputation in any way.
- Ontario Sailing recognizes that you may engage in social media networks with individuals that are volunteers, members and participants. Engaging with these individuals is accepted however **staff and volunteers in a role of authority over vulnerable individuals may NOT connect with ANYONE under 16 on any social media platform. This includes staff, volunteers, athletes and members.**
- Do not reveal confidential information related to the club, club staff, volunteers, members or participants or any community partners.
- Do not disclose the names or personal information of your co-workers, managers or supervisors, or discuss incidents that have occurred in the organization and that are not generally known outside of Ontario Sailing.

Last reviewed: June 21st 2021

Operational procedures are not approved by the Board of Directors. Operational procedures are approved by the Executive Director.