



Bowls Canada Boulingrin Social Media Policy

DEFINITIONS

The following terms have these meanings in this Policy:

- I. “Social media” – The catch-all term that is applied broadly to new computer mediated communication media such as blogs, online commenting, YouTube, Facebook, Instagram, Snapchat, Tumblr, Periscope, and Twitter.
- II. “Athletes”, “Support Staff” - individuals representing Team Canada at BCB sanctioned high performance squad camps, events, and international competitions.
- III. “Staff”, “Volunteers” – individuals who are employed by the organization in an official capacity in either a paid or unpaid capacity
- IV. “BCB” - Bowls Canada Boulingrin

Preamble

1. This document is a policy for BCB athletes, support staff, staff and volunteers to provide clarity on the use of Social Media by athletes, support staff, staff, and volunteers.

Use of Social Media

2. BCB encourages athletes, support staff, staff and volunteers to appropriately engage with social media but cautions that such engagement must meet the standard of conduct and behaviour outlined by BCB’s Code of Conduct.
3. In particular, athletes, support staff, staff and volunteers who engage with social media must understand that, though they are a representative of BCB programs, they do not represent the organization of BCB. It should be clear to persons following an individual's social media activity that the athlete is not speaking on behalf of BCB.
4. BCB holds athletes, support staff, staff, and volunteers accountable to use social media responsibly and strategically, modeling appropriate behaviour expected of representatives of BCB. In particular, BCB values freedom of expression in social media as long as the issues respect:
 - healthy lifestyles (ex. Does not promote alcohol and drug use)
 - fair play (ex. Does not share privileged information on routines other than their own)
 - respect towards institutions and other members (ex. Does not slander or malign other individuals or institutions)
 - privacy of others (ex., Does not reveal information regarding individuals other than themselves)
 - security (ex. Does not involve direct or intended threats)
 - the Charter of Rights and Freedoms (ex. Does not promote or endorse racist, sexual, homophobic or other statements that would violate Canada’s Charter of Rights and Freedoms)
 - gender equity (ex. Does not go against equal participation for men and women)



- intellectual property (ex. Does not misuse or alter logos or names)

Social Media Posting

5. BCB athletes, support staff, staff and volunteers are accountable to recognize that any post on social media could reflect positively or negatively on BCB, Team Canada of BCB, and/or BCB programs.
6. BCB athletes, support staff, staff and volunteers have an obligation to be cautious when posting comments, stories, photos, videos, etc. on any social media platform that may be viewed as disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative. Such comments that are directed at an athlete or support staff at BCB or at other persons connected with BCB will be considered to breach the BCB Code of Conduct.
7. Athletes and support staff need to be aware that any post on any social media platform may be viewed by anyone, including representatives of BCB, and that deleting a post does not absolve the individual of potentially breaching the Code of Conduct.
8. Individuals who are unclear about what material can be posted or shared on social media should seek clarification from the BCB office.

Approved: April 12, 2017