



BOWLS CANADA BOULINGRIN

SOCIAL MEDIA POLICY

DEFINITIONS

The following terms have these meanings in this Policy:

- I. "Athletes", "Support Staff" - individuals representing Team Canada at BCB sanctioned high performance squad camps, events, and international competitions.
- II. "BCB" - Bowls Canada Boulingrin
- III. "CSSP" Canadian Safe Sport Program, administered by Sport Integrity Canada, which comprises the function of the Sport Integrity Commissioner.
- IV. "Registered Participants" Refers to all categories of individual participants and/or registrants who are subject to the policies of BCB, as well as all people employed by, contracted by, or engaged in activities with BCB (competition, training, camps, treatment or consultations, travel, the office environment, and any meetings or social events, etc.) including, but not limited to, employees, contractors, Athletes, coaches, instructors, officials, volunteers, managers, administrators, committee members, parents / guardians / spectators specific to and limited to BCB sanctioned Events, or Directors and Officers. Notwithstanding the foregoing, and for greater certainty, the Independent Third Party, or any other person retained by BCB to administer the Discipline & Complaints Policy, or Appeal Policy, is not a "Registered Participant". This clarification, or in the alternative, revision, of the definition of Registered Participant (including "Participant" under prior iterations of BCB's policies), shall have retroactive application.
- V. "Social media" – The catch-all term that is applied broadly to new computer-mediated communication media including, but not limited to blogs, YouTube, Facebook, Instagram, Tumblr, Snapchat, and Twitter.
- VI. "Staff", "Volunteers" – individuals who are employed by the organization in an official capacity in either a paid or unpaid capacity

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.
2. BCB is aware that individual interaction and communication occurs frequently on social media. BCB cautions Registered Participants that any conduct falling short of the standard of behaviour required by the Code of Conduct and Ethics will be subject to the disciplinary sanctions identified within the Discipline and Complaints Policy.

Application of this Policy

3. This Policy applies to all Registered Participants.

Use of Social Media

4. 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.
5. 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



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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.

6. 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 (eg. Does not promote alcohol, drug use, immorality, etc.)
 - fair play and ethical decision-making
 - respect towards institutions and other members
 - privacy of others
 - intellectual property (eg. Does not misuse or alter logos or names)

Conduct and Behaviour

7. The following conduct and behaviour may be subject to disciplinary action in accordance with the Discipline and Complaints Policy.
 - Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at a Registered Participant, at BCB, or at other individuals connected with BCB
 - Posting a picture, altered picture, or video on a social medium that is harmful, disrespectful, insulting, embarrassing, suggestive, provocative or otherwise offensive, and that is directed at a Registered Participant, at BCB, or at other individuals connected with BCB
 - 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 BCB, BCB's stakeholders, or BCB's reputation
 - Inappropriate Intimate or Romantic Relationships over a social medium between Individuals and Persons in Authority, such as between Athletes and coaches, Directors and Officers, Committee members and staff, officials and Athletes, etc.
 - Any instance of cyber-bullying or cyber-harassment between one Registered Participant and another Registered Participant (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, negative insults comments, vexatious or unwelcome behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour.

Participants' Responsibilities

8. Registered Participants should be aware that their social media activity may be viewed by anyone; including BCB or other Registered Participants, and that deleting a post does not absolve the individual of potentially breaching the Code of Conduct.
9. 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.
10. 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



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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.

11. Individuals who are unclear about what material can be posted or shared on social media should seek clarification from the BCB office.
12. If BCB unofficially engages with a Registered Participant in social media (such as by retweeting a tweet or sharing a photo on Facebook) the Individual may, at any time, ask BCB to cease this engagement.
13. An individual who believes that a Registered Participant's social media activity is inappropriate or may violate the policies and procedures of BCB should report the matter in the manner outlined by the Discipline and Complaints Policy.
14. Any alleged violation of this Policy that may constitute "Prohibited Behaviour" or "Maltreatment" as defined in the Universal Code of Conduct to Prevent and Address Maltreatment in Sport (UCCMS), and where the Respondent is a Registered Participant who has been designated by BCB as a UCCMS participant, shall be reported to and handled in accordance with the policies and procedures of the CSSP.
15. Where an alleged violation of this Policy may constitute Prohibited Behaviour or Maltreatment but the Respondent is not designated as a UCCMS participant, or where the matter otherwise falls outside the jurisdiction of CSSP, the matter shall be addressed by BCB in accordance with its Code of Conduct and Ethics and Discipline and Complaints Policy.

Policy History

Original Approved Date: March 2026

Reviewed and updated:

Next Review Date: 2029