

SOCIAL MEDIA POLICY

Definitions

1. The following terms have these meanings in this Policy:
 - a) *"Discipline Chair or Independent Case Manager"* - The person or organization appointed by Racquetball Canada to oversee management and administration of complaints, as applicable;
 - b) *"Individuals"* - refers to all categories of members and/or registrants of Racquetball Canada and its Provincial/Territorial Associations and affiliated clubs, as well as all people employed by, contracted by, or engaged in activities with, Racquetball Canada, and a Provincial/Territorial Association and affiliated club, including, but not limited to, employees, contractors, athletes, coaches, officials, volunteers, managers, administrators, committee members, parents or guardians, spectators, and directors and officers;
 - c) *"Provincial/Territorial Associations"* - Provincial/Territorial Associations are the racquetball associations that are affiliated with Racquetball Canada;
 - d) *"Social media"* – The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, YouTube, Facebook, Instagram, Tumblr, Snapchat, and Twitter.

Preamble

2. Racquetball Canada is aware that Individual interaction and communication occurs frequently on social media. Racquetball Canada cautions Individuals that any conduct falling short of the standard of behaviour required by Racquetball Canada's *Code of Conduct and Ethics* will be subject to the disciplinary sanctions identified within Racquetball Canada's *Discipline and Complaints Policy*.

Application of this Policy

3. This Policy applies to all Individuals.

Conduct and Behaviour

4. Per Racquetball Canada'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 Independent 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 Racquetball Canada, or at other individuals connected with Racquetball Canada;

- b) 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 an Individual, at Racquetball Canada, or at other individuals connected with Racquetball Canada;
 - 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 Racquetball Canada, its stakeholders, or its reputation;
 - d) 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 Racquetball Canada's *Discipline and Complaints Policy* at the discretion of the Discipline Chair or Independent Case Manager.

Individuals Responsibilities

- 6. Individuals should be aware that their social media activity may be viewed by anyone; including Racquetball Canada.
- 7. The content of all electronic communication between Persons in Authority and athletes must be professional in tone and for communicating information related to team issues or activities.
- 8. No sexually explicit language or imagery or sexually oriented conversation is permitted.
- 9. If Racquetball Canada 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 Racquetball Canada to cease this engagement.
- 10. Persons in Authority may only send personal texts, direct messages on social media or emails to junior athletes when necessary and only for communicating information related to team issues and activities (e.g., non-personal information).
- 11. When using social media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with Racquetball Canada.
- 12. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to Racquetball Canada's *Discipline and Complaints Policy*.
- 13. An individual who believes that an Individual's social media activity is inappropriate or may violate Racquetball Canada's policies and procedures should report the matter to Racquetball Canada in the manner outlined by Racquetball Canada's *Discipline and Complaints Policy*.