



SOCIAL MEDIA POLICY

Definitions

The following terms have these meanings in this Policy:

- a) *"Social media"* – The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, YouTube, Facebook, Instagram, Tumblr, Snapchat, Tik Tok and Twitter.
- b) *"Individuals"* – Individuals employed by, or engaged in activities with, CCSC including, but not limited to, athletes, coaches, convenors, referees, officials, volunteers, managers, administrators, committee members, medical and paramedical personnel, and Directors and Officers of CCSC

Preamble

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

Application of this Policy

This Policy applies to all Individuals as defined in the Definitions.

Conduct and Behaviour

Per CCSC's *Code of Conduct and Ethics*, the following social media conduct may be considered minor or major infractions at the discretion of the Board of Directors:

1. Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an Individual, at CCSC, or at other individuals connected with CCSC
2. Posting a picture, altered picture, or video on a social medium that is harmful, disrespectful, insulting, or otherwise offensive, and that is directed at an Individual, at CCSC, or at other individuals connected with CCSC
3. Creating or contributing to a Facebook group, webpage, Instagram account, Twitter feed, Tik Tok video, blog, or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about CCSC, its stakeholders, or its reputation
4. 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.

All conduct and behaviour occurring on social media may be subject to CCSC's *Code of Conduct and Ethics*.

Individuals Responsibilities

1. Individuals acknowledge that their social media activity may be viewed by anyone; including CCSC.
2. If CCSC 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 CCSC to cease this engagement.
3. When using social media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with CCSC.
4. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to CCSC's Code of Conduct and Ethics.
5. An individual who believes that an Individual's social media activity is inappropriate or may violate CCSC's policies and procedures should report the matter to CCSC in the manner outlined by CCSC's *Code of Conduct and Ethics*.