

Social Media and Media Sharing Policy

Purpose

1. Red Deer Catalina Swim Club (“RDCSC”) is committed to encouraging responsible, positive social media activity and file, video and photograph sharing by its membership.
2. The purpose of this Policy is to provide RDCSC members (including swimmers and their families) with guidance as to the appropriate use of RDCSC’s social media and media sharing facilities.
3. This Policy is subject to ongoing review, evaluation, development and modification, and should be read in conjunction with RDCSC’s Code of Conduct and Ethics.

Procedures

4. RDCSC may, from time to time, operate social media accounts and other file, video and photograph sharing accounts (including but not limited to Facebook, Instagram, and Flickr). RDCSC’s Board of Directors and/or a person designated by the Board of Directors shall administer such accounts. The administrator may set such additional rules and guidelines for use of those accounts as they deem appropriate, acting reasonably.
5. RDCSC members (including but not limited to swimmers and their family members) may have opportunities to post content and/or comments on RDCSC social media accounts from time to time, and may have opportunities to access videos, photographs and other files shared amongst RDCSC members using media sharing accounts.
6. In using RDCSC’s social media and media sharing accounts, each member shall sign this Policy to acknowledge that they have been made aware of the Policy, and agree to abide by it. Any member who does not sign may have their access to such social media and media sharing accounts limited or restricted.
7. If a member is unsure as to whether their intended use of RDCSC’s social media or media sharing is appropriate, or is covered by this Policy, members should consult with the Board of Directors prior to making such use. This is a new Policy, and it will need to grow and develop in response to different situations, and with changes to social media and media sharing platforms. RDCSC welcomes input on this Policy and its guidelines from all members.
8. Any member who does not wish their image, name or other identifying characteristics to be used in RDCSC social media and media sharing must communicate this wish to RDCSC’s Board of Directors, either through the Photo Waiver circulated at the time of registration, or at any time throughout the year. RDCSC will use its best efforts to ensure that such members will not be depicted in any social media and media sharing content supplied by RDCSC.

Guidelines for Use of Social Media and Media Sharing Accounts

9. Be kind – All posts and sharing of content, video, photographs and other RDCSC materials should be done in the spirit of kindness, inclusion and positivity. Posting or sharing unkind, bullying or harassing comments and content is prohibited.

10. Be respectful – Do not post untruthful, defamatory, discriminatory, aggressive or argumentative comments.
11. Be cautious - Do not post personal details of yourself or of any other person (including addresses, schools, other activities/groups they belong to). Personal information posted or shared through social media and media sharing should be limited.
12. Be appropriate - Do not swear or use other inappropriate language, or post lewd or illegal comments or content, images of persons engaging in lewd activities or gestures, or images of illegal activities. Remain polite and “family friendly” in tone and content at all times.
13. Be responsible – Before you post, consider whether you would, or should, make the same comment in person to a coach, a parent, a teammate? Would you mind if your post was published in the newspaper or in wider media with your name attached to it? Would it cause you, your family, your coaches or your team any embarrassment? Consider the possible negative effect of your words and actions on yourself, your family, your teammates and your team, and if there is a possible negative effect, or if you are unsure, do not post.
14. Be relevant – Posts should be relevant to RDCSC and its activities. RDCSC social media and media sharing accounts are not the place for political, religious, social, economic or other non-swimming related discourse.
15. Be a team player – Do not speak (or post) negative comments about teammates, coaches, staff or RDCSC. Where you have conflict with a person in RDCSC, or have concerns or negative experiences, there are other routes to bring those concerns to your coaches and the RDCSC Board of Directors. Social media is not the appropriate place to pursue interpersonal conflicts, complaints or grievances.
16. Respect copyright laws – Identify all borrowed material or material that is under copyright with appropriate citations and links to the source material.
17. Video/Audio/Photos – Photographs, video and other file material taken at RDCSC events may be shared on RDCSC’s social media and media sharing accounts from time to time. You may not post or upload content without having it approved by the account’s administrator. If you wish to use or download any material made available for such purpose, you may only use it for personal use, and not for commercial sales, promotion, distribution or other for-profit or non-profit public purposes. You may not alter such material in any fashion without permission of RDCSC.
18. The use of RDCSC’s social media and file sharing accounts, and the personal use of any files, video, photographs or other material taken from RDCSC’s social media or media sharing accounts is governed by RDCSC’s Code of Conduct.

Consequences for Misuse of Social Media and Media Sharing Accounts

19. Violation of this Policy and the guidelines set out in it by an RDCSC member or coach may be subject to disciplinary action as written in the RDCSC Code of Conduct, and as determined by the RDCSC Board of Directors. Disciplinary action may include such consequences as being denied access to RDCSC social media and media sharing accounts, verbal or written warnings, or suspension (temporarily or

permanently). Swimmers may also be subject to disciplinary measures imposed by Swim Alberta.

20. Using social media and media sharing accounts to bully or harass someone, or otherwise misusing social media and media sharing accounts may constitute behaviour that could bring civil legal action against the user, or in some cases, criminal charges.

I acknowledge that I have read RDCSC's Code of Conduct and Social Media and Media Sharing Policy and I will abide by them at all times.

Swimmer:

Print Name:

Signature

Parents:

Print Name:

Signature

Print Name:

Signature