



The Saint John and Fundy Aquatic Club (TIDE) Social Media Policy



“Organization” refers to: Saint John Fundy Aquatic Club/TIDE Swim Team

Definitions

1. The following term has this meaning in this Policy:
 - a) **Individuals** – Refers to all categories of individual members and/or registrants defined in the Bylaws of the Organization who are subject the policies of the Organization, as well as all people employed by, contracted by, or engaged in activities with, the Organization including, but not limited to, employees, contractors, Athletes, coaches, instructors, officials, volunteers, managers, administrators, committee members, parents or guardians, spectators, and Directors and Officers
 - b) **Social Media** – The catch-all term that is applied broadly to computer-mediated communication media including but not limited to texting, blogs, Facebook, Instagram, Slack, Snapchat, TikTok, Tumblr, Twitter, and YouTube

Purpose

2. The Organization is aware that Individual interaction and communication occurs frequently on Social Media. The Organization cautions Individuals that any conduct falling short of the standard of behaviour required by this *Social Media Policy* and the *Code of Conduct and Ethics* may be subject to the disciplinary sanctions identified within the *Discipline and Complaints Policy*.
3. **TIDE seeks to promote the responsible use of social networks by our employees, representatives, athletes and their families. To do so, we must manage the use of social network accounts and the creation of content by our employees, administrators and volunteers, who may be adults or not.**

Application of this Policy

4. This Policy applies to all Individuals.

Conduct and Behaviour

5. The following conduct and behaviour occurring on Social Media may be the subject of a complaint pursuant to the *Discipline and Complaints Policy*:
 - a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an Individual, at the Organization, or at other individuals connected with the Organization
 - b) 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 the Organization, or at other individuals connected with the Organization
 - 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 the Organization, its stakeholders, or its reputation

- d) Any instance of cyber-bullying or cyber-harassment between one Individual and another Individual, 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: insults, negative comments, vexatious or unwelcome behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour

Individuals' Responsibilities

6. Individuals acknowledge that their Social Media activity may be viewed by anyone, including the Organization or other Individuals.
7. If the Organization unofficially engages with an Individual through Social Media (such as by retweeting a tweet or sharing a photo on Facebook) the Individual may, at any time, ask the Organization to cease this engagement.
8. When using Social Media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with the Organization.
9. Removing content from Social Media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to the *Discipline and Complaints Policy*.
10. An Individual who believes that another Individual's Social Media activity is inappropriate or may violate the policies and procedures of the Organization should report the matter in the manner outlined by the *Discipline and Complaints Policy*.

Organization's Responsibilities

11. TIDE's online presence and social networks shall not be used in any way to promote or disseminate images or information that are pornographic, humiliating, degrading, racist, sexist, hateful, political, religious, defamatory or otherwise inconsistent with the values of our organization.
12. TIDE establishes a presence on appropriate platforms to promote our sport and the activities of our athletes. Since TIDE recognizes the importance of social networks for our athletes and wishes to empower them in the management of these platforms, TIDE will establish a presence on the appropriate platforms to promote our sport and the activities of our athletes.
13. The TIDE Executive is responsible for the implementation of this policy. They are authorized to modify or delete any image or information published on TIDE accounts and may revoke the authorizations of any persons already authorized to publish on TIDE accounts.
14. TIDE may establish an Outreach Committee to promote TIDE swimming and to manage and maintain our online presence. This committee may be comprised of adults and minor swimmers in order to represent the diversity of athletes in TIDE.

15. The Outreach Committee may establish a list of "editors" - people who are authorized to publish images and information on our accounts. All editors must have attended appropriate training (as determined by the committee) and have signed the Code of Conduct. The President and the Chair of the Outreach Committee may withdraw authorization at any time.
16. The Outreach Committee may organize contests or other activities to generate material for broadcast and for publication on TIDE accounts. TIDE may establish a budget to enable the Outreach Committee to pursue its mandate.
17. Any minor (under 18 years of age) who wishes to participate in the Outreach Committee or as an editor must be authorized by a parent/guardian.
18. TIDE shall not "tag" or label any photos of a TIDE member online, without their permission, or a parent or guardian's permission in the case of a minor, as per the TIDE Photo Policy.