

Halifax Trojan Aquatic Club (HTAC)

SOCIAL MEDIA POLICY

1. Purpose

Social media is changing the way we communicate. The purpose of this policy is to make individuals aware about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing everyone to benefit from the use of social media, while minimizing potential risks and protecting those involved.

2. Application of this Policy

This policy applies to individuals employed by or engaged in activities with HTAC, included but not limited to, athletes, coaches, officials, volunteers, managers, administrators, committee members, parents or guardians, and Directors and Officers of HTAC.

An individual who violates this policy may be subject to sanctions pursuant to HTAC's Complaint Policy, legal recourse, or termination of employment or volunteer position.

3. Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This policy is applicable when using social media as an officially designated individual representing HTAC on social media; and if you are posting content on social media in relation to HTAC that might affect athletes, coaches, officials, volunteers, managers, administrators, committee members, parents or guardians, Directors and Officers of HTAC, events, meets, activities, sponsors, or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to HTAC or its athletes, coaches, officials, volunteers, managers, administrators, committee members, parents or guardians, Directors and Officers of HTAC, events, meets, activities or sponsors. However, any misuse by you of social media in a manner that does not directly refer to HTAC may still be regulated by other policies and provincial and federal statutes and regulations.

4. Responsibilities

You must adhere to the following when using social media related to HTAC or its athletes, coaches, officials, volunteers, managers, administrators, committee members, parents or guardians, Directors and Officers of HTAC, events, meets, activities, and sponsors:

a. Use common sense

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

The web is not anonymous. You should assume that all information posted online could be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for HTAC.

b. Use of disclaimers

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of HTAC) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but do not count on it to avoid trouble - it may not have legal effect.

c. Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of HTAC's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of HTAC.

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

d. Complying with applicable laws

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

e. HTAC Code of Conduct

When using social media you are bound by HTAC's Code of Conduct.

f. Using social media in an official capacity

You must be authorised by the president of the HTAC Board of Directors before engaging in social media as a representative of HTAC.

The boundaries between when you are representing yourself and when you are representing HTAC can often be blurred. This becomes even more of an issue as you increase your profile or position within HTAC. It is important that you represent both yourself and HTAC appropriately online at all times.

5. Policy breaches

Breaches of this policy include but are not limited to:

- i. Using HTAC's name, motto, crest and/or logo in a way that would result in a negative impact for the organization, clubs and/or its members;
- ii. Posting or sharing any content that is abusive, harassing, threatening, disparaging, demeaning, defamatory or libellous;
- iii. Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language;
- iv. Posting or sharing any content in breach of HTAC's Code of Conduct or federal or provincial statutes and regulations;
- v. Posting or sharing any material to our social media channels that infringes the intellectual property rights of others; and
- vi. Posting or sharing material that brings, or risks bringing HTAC into disrepute. HTAC includes, but is not limited to athletes, coaches, officials, volunteers, managers, administrators, committee members, parents or guardians, and Directors and Officers of HTAC. In this context, bringing a person or organization into disrepute is to lower the reputation of that person or organization in the eyes of the ordinary members of the public.