



Social Media Use Policy

Strathcona County Swim Club (also known as SilverRays or SRAYS) encourages the use of social media by its Board, Coaches and volunteers to enhance effective internal communication, build the Club brand, and interact with its membership. Since there is so much ambiguity in the use of social media, the Club has created this policy to set boundaries and standards for Representatives' social media use.

Within this policy, the term "social media" is a catch-all phrase that is applied broadly to computer-mediated communication media such as blogs, YouTube, Facebook, Instagram, Tumblr, Snapchat, and Twitter. Strathcona County Swim Club operates both a Facebook Account and Instagram Account in an official organizational capacity. With approval of the Board of Directors, the Club may also choose to support expanded organizational-branded options as recommended by the Communications Coordinator or based on Member input and request.

Guidelines

Any Representative of the Club (Board Director, Volunteer, Coach or other) shall adhere to the following:

- i. not use social media for the purpose of fraud or any other activity that contravenes the laws of Canada, the Club's *Code of Conduct and Ethics*, or any other applicable jurisdiction
- ii. not impersonate any other person or misrepresent their identity, role, or position with the Club
- iii. not display preference or favouritism with regard to clubs, athletes, or other members
- iv. not upload, post, email, or otherwise transmit:
 - a. Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive or another person's privacy, or otherwise objectionable
 - b. Any material which is designed to cause annoyance, inconvenience, or needless anxiety to others
 - c. Any material that infringes on the patent, trademark, trade secrets, copyright, or other proprietary right of any other party
 - d. Any material that is considered the Club's confidential information or intellectual property, as per the Club's *Confidentiality Policy*.
- v. refrain from discussing matters related to the Club or its operations on Representatives' personal social media. Instead, matters related to the Club or its operations should be handled through more official communication channels (like email) or through the Club-branded social media.
- vi. engage with social media only in the context(s) described in their contract of employment, volunteer position, Board duties, or other position with the Club.
- vii. use their best judgment to respond to controversial or negative content posted by other people on the Club-branded social media. In some cases, deletion of the material may be the most prudent action. In other cases, responding publicly may be preferred. If a Representative questions the correct action to take, they shall consult with the President or Vice-President of the Club who has more decision-making authority.
- viii. use a clear and appropriate writing style.

Club Responsibilities

Strathcona County Swim Club, under the direction of the Board of Directors, will:



- i. Ensure that Representatives only use social media in a positive manner when connecting with others
- ii. Properly vet and understand each social medium before directing Representatives to engage with, or create, the Club-branded social media
- iii. Host expert training sessions on the topic of social media; in the event that the social media engagement directed by the Club is unclear or not fully understood
- iv. Ensure that Representatives balance personal and professional information posted via social media and inform Representatives that a balance is necessary and positive
- v. Monitor Representatives' use of social media

Enforcement

Failure to adhere to this Policy may permit discipline in accordance with the Club's Discipline, Complaints and Dispute Resolution Policy, legal recourse, or termination of employment/volunteer position.

Approved: October 7, 2020

Strathcona County Swim Club Board of Directors