



Vancouver Pacific Swim Club Social Media Policy

Policy Version History

Date	Version	Reason For Change
05-02-2025	1	Policy drafted for consideration by Board (approved)
05-13-2026	2	Updates to align with current Swim BC policy

In this document “Organization” refers to “Vancouver Pacific Swim Club (VPSC)”

Definitions

1. Terms in this Policy are defined as follows:

- a) **Participants** – Refers to all categories of individual members and/or registrants defined in the By-laws of the Organization who are subject to 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, judges, managers, administrators, parents or guardians, spectators, committee members, and Directors and Officers.
- b) **Person in Authority** – Any Participant who holds a position of authority within the Organization including, but not limited to, coaches, officials, judges, managers, support personnel, chaperones, committee members, and Directors and Officers.
- c) **Social Media** – The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, YouTube, Facebook, Instagram, Tumblr, TikTok, Snapchat, X, etc.

Preamble

2. The Organization is aware that Participant interaction and communication occurs frequently on Social Media. The Organization cautions Participants 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*.

Application of this Policy

3. This Policy applies to all Participants.

Conduct and Behaviour

4. All conduct and behaviour occurring on Social Media must comply with the *Code of Conduct and Ethics*.
5. Participants may not engage in the following behaviour on Social Media:
 - a) Posting a disrespectful, hateful, harmful, disparaging, or insulting comment on a social medium.
 - b) Posting a picture, altered picture, or video on a social medium that is harmful, disrespectful, insulting, embarrassing, suggestive, provocative, or otherwise offensive.
 - c) Creating or contributing to a Facebook group, webpage, Instagram account, X feed, blog, or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about the Organization or its stakeholders or reputation.
 - d) Any instance of cyber-bullying or cyber-harassment 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.

Participants Responsibilities

6. Participants should be aware that their Social Media activity may be viewed by anyone; including the Organization.
7. If the Organization unofficially engages with a Participant in Social Media (such as by retweeting a tweet or sharing a photo on Facebook) the Participant may, at any time, ask the Organization to cease this engagement.
8. When using Social Media, a Participant must model appropriate behaviour befitting the Participant'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 Participant from being subject to the *Discipline and Complaints Policy*.
10. An individual who believes that a Participant's Social Media activity is inappropriate or may violate policies and procedures should report the matter to the Organization in the manner outlined by the *Discipline and Complaints Policy*.

The Organization's Responsibilities

11. The Organization has a responsibility to understand if and how Persons in Authority and Athletes are using Social Media to communicate with each other. Persons in Authority and Athletes may need to be reminded that behaviour in Social Media is still subject to the *Code of Conduct and Ethics* and *Social Media Policy*.
12. Complaints and concerns about the behaviour of a Person in Authority or Athlete in Social Media can be addressed under the *Discipline and Complaints Policy*.

Social Media Guidelines for Persons in Authority

13. Persons in Authority will communicate with other Persons in Authority and Participants using



only approved methods or forums such as Google Chat and text. Approved methods of communication or forums will be communicated in advance to all Participants.

14. Persons in Authority could consider the guidelines in the Swim BC Social Media Policy, a copy of which is available on the Swim BC website, to inform their own strategy for Social Media use.

Social Media Guidelines for Athletes

15. Athletes could consider the guidelines in the Swim BC Social Media Policy, a copy of which is available on the Swim BC website, to inform their own strategy for Social Media use.

Guidelines

16. The Guidelines are intended to provide Persons in Authority and Athletes with tips and suggestions for Social Media use. Persons in Authority and Athletes are strongly encouraged to develop their own strategy for Social Media use (either written down or not) and ensure that their strategy for Social Media use is acceptable pursuant to the Code of Conduct and Ethics.
17. Given the nature of Social Media as a continually developing communication sphere, the Organization trusts its Persons in Authority and Athletes to use their best judgment when interacting with Social Media. These Guidelines are not hard and fast rules or behavioural laws; but rather recommendations that will inform individuals' best judgment.