

WEST OTTAWA SOCCER CLUB



Social Media Policy

Definitions

1. The following terms have these meanings in this Policy:
 - a) “*Social media*” – The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, YouTube, Facebook, Instagram and Twitter;
 - b) “*WOSC-branded social media*” – Official social media engagement by WOSC including the WOSC website, Club email, WOSC’s Facebook page(s), Instagram, Twitter feed, photo sharing accounts, YouTube channels, blogs, message boards, or other social media engagement (both those that exist currently and those that will be created by WOSC in the future);
 - c) “*Representative*” – All individuals employed by, or engaged in activities on behalf of WOSC. Representatives include, but are not limited to, staff, administrators, athletes, parents (or guardians), spectators, coaches, team managers, convenors, tournament hosts, directors and officers of WOSC, committee members, and volunteers.

Purpose

2. WOSC encourages the use of social media by its Representatives to enhance effective internal communication, build the WOSC brand, and interact with members, registered participants, and others. Since there is so much ambiguity in the use of social media, WOSC has created this policy to inform boundaries and standards for Representatives’ social media use.

Application of this Policy

3. This Policy applies to all Representatives.

Representatives’ Responsibilities

4. WOSC Representatives will not:
 - a) Use social media for the purpose of fraud or any other activity that contravenes the laws of Canada, WOSC’s *Code of Conduct*, or any other applicable jurisdiction;
 - b) Impersonate any other person or misrepresent their identity, role, or position with WOSC;
 - c) Display preference or favoritism with regard to athletes, coaches, or other members
 - d) Upload, post, email, or otherwise transmit:

- i. Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive or another person's privacy, or otherwise objectionable;
 - ii. Any material which is designed to cause annoyance, inconvenience, or needless anxiety to others;
 - iii. Any material that infringes on the patent, trademark, trade secrets, copyright, or other proprietary right of any other party;
 - iv. Any material that is considered WOSC confidential information or intellectual property
5. Representatives shall refrain from discussing matters related to WOSC or its operations on Representatives' personal social media. Instead, matters related to WOSC or its operations should be handled through more official communication channels (like email) or through WOSC-branded social media.
6. Representatives shall use their best judgment to respond to controversial or negative content posted by other people on WOSC-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, the Representative shall consult with another Representative, who has more decision-making authority at WOSC.
7. Representatives shall use a clear and appropriate writing style.
8. Coaches and team managers must use their best judgment, when using their personal social media to interact with athletes and parents/guardians of athletes. WOSC does not prescribe social media rules for coaches and team managers, but instead trusts and encourages coaches and team managers to develop their own social media strategy for communication with athletes and parents/guardians of athletes.
9. Athletes must use their best judgment, when using their personal social media to interact with coaches and other athletes. WOSC does not prescribe social media rules for athletes, but instead trusts and encourages athletes to develop their own social media strategy for communication with coaches and other athletes.
10. Coaches and team managers, who create external team-specific social media pages must abide by the following conditions:
 - a) Coaches and team managers must follow **Section 4** of this Policy, when posting material;
 - b) Coaches and team managers must obtain consent (per the WOSC's *Privacy Policy*) before posting personal information (as defined in the WOSC's *Privacy Policy*) or pictures of athletes;
 - c) Team-specific social media pages must contain a hyperlink to the WOSC website.

WOSC Responsibilities

11. WOSC will:

- a) Ensure that Representatives only use WOSC-branded social media in a positive manner when connecting with others;
- b) Properly vet and understand each social medium, before directing Representatives to engage with, or create, WOSC-branded social media;
- c) Monitor Representatives' use of WOSC-branded social media.

Enforcement

12. Failure to adhere to this Policy may permit discipline in accordance with the WOSC *Discipline Procedure Policy*, legal recourse, or termination of employment/volunteer position.

Approved by the Board of Directors on June 8, 2020.