



CATEGORY: 4.0 Communications & Marketing			
SECTION: 4.1. Media			
POLICY: 4.1.1 Social Media Policy	APPROVED: August 1, 2018	REVISED:	PAGES: 2

Definitions

1. The following terms have these meanings in this Policy:
 - a) “*Association*” – Canadian Cerebral Palsy Sports Association.
 - b) “*Case Manager*” – The person or organization appointed by the CCPSA, as described in the CCPSA’s *Discipline and Complaints Policy* to oversee management and administration of complaints.
 - c) “*Individuals*” – All categories of membership defined in the Association’s Bylaws, as well as all individuals employed by or engaged in activities with the Association including, but not limited to, athletes, coaches, support persons, convenors, officials, volunteers, managers, administrators, committee members, and directors and officers of the Association.
 - d) “*Social media*” – The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, YouTube, Facebook, Instagram, Tumblr, Snapchat, and Twitter.

Preamble

2. The Association is aware that Individual interaction and communication occurs frequently on social media. The Association cautions Individuals that any conduct falling short of the standard of behaviour required by the CCPSA’s *Code of Conduct and Ethics* will be subject to the disciplinary sanctions identified within the CCPSA’s *Discipline and Complaints Policy*.

Application of this Policy

3. This Policy applies to all Individuals as defined in the Definitions.

Conduct and Behaviour

4. Per the CCPSA’s *Discipline and Complaints Policy* and *Code of Conduct and Ethics*, the following social media conduct may be considered minor or major infractions at the discretion of the Case Manager:
 - a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an Individual, at the CCPSA, or at other individuals connected with the CCPSA
 - 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 CCPSA, or at other individuals connected with the CCPSA
 - 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 CCPSA, its stakeholders, or its reputation
 - d) Any instance of cyber-bullying or cyber-harassment between one Individual and another Individual (including a teammate, coach, opponent, volunteer, or official), 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.
5. All conduct and behaviour occurring on social media may be subject to the CCPSA’s *Discipline and Complaints Policy* at the discretion of the Case Manager.

Participant Responsibilities

6. Participants acknowledge that their social media activity may be viewed by anyone; including the Association.
7. If the Association unofficially engages with an Individual in social media (such as by retweeting a tweet or sharing a photo on Facebook) the Individual may, at any time, ask the Association 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 Association.



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 CCPSA's *Discipline and Complaints Policy*.
10. An individual who believes that an Individual's social media activity is inappropriate or may violate the CCPSA's policies and procedures should report the matter to the Association in the manner outlined by the CCPSA's *Discipline and Complaints Policy*.