



CATEGORY: 4.0 Communications & Marketing			
SECTION: 4.1. Media			
POLICY: 4.1.1 Social Media Policy	APPROVED: August 1, 2018	REVISED: January 2023	PAGES: 3

Definitions

1. The following terms have these meanings in this Policy:

- a) *“Organizational Participant”* – Refers to all categories of individual members and/or registrants defined in the By-laws of the Canadian Cerebral Palsy Sports Association (CCPSA) who are subject to the policies of the CCPSA, as well as all people employed by, contracted by, or engaged in activities with, the CCPSA including, but not limited to, employees, contractors, athletes, coaches, instructors, Integrated Support Team (IST), performance partners/sport assistants, officials (referees, classifiers, technical delegate), volunteers, managers, administrators, parents or guardians, spectators, committee members, and Directors and Officers;
- b) *“Persons in Authority”* – An Individual who holds a position of authority within the CCPSA including, but not limited to, employees, coaches, managers, support personnel, officials (referees, classifiers, technical delegate), integrated support team/medical, performance partners/sport assistants, chaperones, volunteers, Committee Members, staff, and Board of Directors
- c) *“Social media”* – The catch-all term that is applied broadly to virtual and electronic communication media such as blogs, YouTube, Facebook, Instagram, Tumblr, Snapchat, and Twitter.

Preamble

2. The CCPSA is aware that Organizational Participant interaction and communication occurs frequently on social media. The CCPSA cautions Organizational Participants 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 Organizational Participants.

Conduct and Behaviour

4. The following social media conduct may be considered a violation of the *Code of Conduct and Ethics*:





- a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an Organizational Participant, 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, embarrassing, suggestive, provocative, or otherwise offensive, and that is directed at an Organizational Participant, 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 Organizational Participant and another Organizational Participant (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 a report submitted pursuant to the CCPSA's *Discipline and Complaints Policy*.

Organizational Participants Responsibilities

6. Organizational Participants should be aware that their social media activity may be viewed by anyone; including the CCPSA.
7. The content of all electronic communication between Persons in Authority and athletes must be professional in tone and for communicating information related to team issues or activities.
8. No sexually explicit language or imagery or sexually oriented conversation is permitted.
9. If the CCPSA unofficially engages with an Organizational Participant in social media (such as by retweeting a tweet or sharing a photo on Facebook) the Organizational Participant may, at any time, ask the CCPSA to cease this engagement.
10. Persons in authority (such as coaches, Directors and Officers) may only send personal texts, direct messages on social media or emails to athletes when necessary and only for communicating information related to team issues and activities (e.g., non-personal information).
11. When using social media, an Organizational Participant must model appropriate behaviour befitting the Organizational Participant's role and status in connection with the CCPSA.
12. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Organizational Participant from being subject to a report submitted pursuant to the CCPSA's *Discipline and Complaints Policy*.



13. An individual who believes that an Organizational Participant's social media activity is inappropriate or may violate the CCPSA's policies and procedures should report the matter to the CCPSA in the manner outlined by the CCPSA's *Discipline and Complaints Policy*.
14. Any violation of this Policy that may be considered "Prohibited Behaviour" or "Maltreatment" (as defined in the [Universal Code of Conduct to Prevent and Address Maltreatment in Sport/UCCMS](#)) when the respondent is an Organizational Participant who has been designated by the Organization as a UCCMS Participant (as defined in the *Code of Conduct and Ethics*), will be handled pursuant to the policies and procedures of the [Office of the Sport Integrity Commissioner](#) ("OSIC"), subject to the rights of the Organization as set out in the *Code of Conduct and Ethics* and any applicable workplace policies.