

ONTARIO SPEED SKATING

SOCIAL MEDIA POLICY

Definitions

Social Media: For the purpose of this policy, “Social Media” refers to all online tools used to produce, post and interact using text, images, video and audio to communicate, share, collaborate or network. This includes, but is not limited to blogs, podcasts, discussion forums, content management systems, on-line collaborative information and publishing systems that are accessible to internal and external audiences (i.e. Blogs, social networks, wiki’s, videos and photo file sharing, information sharing, tagging, podcasting and vlogging, and other similar tools (Twitter, Facebook, LinkedIn, Snapchat, etc.)

Members: includes all coaches, officials, athletes, clubs and volunteers.

Purpose:

1. The purpose of this policy is to provide the Ontario Speed Skating Association ‘s (OSSA) employees, and members with guidelines for the responsible use of social media.
2. The Ontario Speed Skating Association recognizes the importance of social media platforms and online communities such as, but not limited to, Facebook, LinkedIn, YouTube and Twitter, and their importance in information sharing and education.
3. We recognize our responsibility to develop policies and procedures to minimize the risk of unauthorized and inappropriate use of information technology and social media, as well as create a collaborative and supportive environment for those affiliated with OSSA to engage in social media communications.

Scope and Application:

4. The scope of this policy includes all OSSA employees and members.
5. These procedures are applicable to the business, activities or events organized by the Ontario Speed Skating Association, and its members.
6. All conduct and behaviour occurring on Social Media may be subject to sanction under OSSA’s Discipline and Complaints Policy.

Guidelines

7. This section includes principles, standards and responsibilities of employees, and members when posting on their own accounts, commenting on other sites and using social media. This policy is not intended to interfere with the private lives of our employees and members or impinge on the right to freedom of speech, expression and association.

8. OSSA encourages Individuals to engage with Social Media but cautions that such engagement must meet the standard of conduct and behaviour outlined in OSSA's Code of Conduct and Ethics.
9. Individuals are encouraged to embrace Social Media while following these guidelines:
 - a. Accept that everything posted is on the record and very public. The ability to share Social Media communications is very powerful and anything sent to a few can be shared with many in a matter of minutes.
 - b. Choose your language and message wisely.
 - c. Maintain a positive social media presence. Negative behavior and comments reflect badly on you and could impact the reputation the Ontario Speed Skating Association or your club.
 - d. Write in the first person so that it is clear that you are expressing your personal opinions and not those of the Ontario Speed Skating Association or any other organization.
 - e. When publishing either exact or paraphrased text, photos or videos, give credit to the author or publisher. Never use trademarks, slogans, logos etc. without obtaining permission from the copyright owner.
10. Individuals acknowledge that their Social Media may be viewed by anyone; including but not limited to the Ontario Speed Skating Association, individuals, and sponsors.
11. Any employee or member, who violates this policy, may be sanctioned under the OSSA's Discipline and Complaints Policy.
12. The following Social Media conduct may be considered a minor or major infraction, at the discretion of OSSA:
 - a. Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at another person or group of people.
 - b. Posting a picture, altered picture, or video on a social media medium that is harmful, disrespectful, insulting, or otherwise offensive.
 - c. Creating or contributing to a Facebook group, webpage, blog, or online forum devoted solely, or in part, to promoting negative or disparaging remarks or commentary about OSSA, its stakeholders, or its reputation.
 - d. Any instance of bullying or harassment between an Individual and another person.
 - e. Appearing in a video, photo or graphic deemed inappropriate or offensive while wearing an official Team Ontario uniform.
13. Everyone should be aware of the standards of employee and member privacy and confidentiality. Privacy and confidentiality must be maintained in all environments, including online, and employees and members must at all times refrain from posting identifiable member or participant information of any kind online.

14. The Executive Director will identify specific employees/volunteers who will be given access to communicate via official OSSA social media accounts.
15. OSSA will provide training to those individuals who will be communicating on behalf of the Association.
16. Coaches, teams, officials, volunteers and others in a position of trust in speed skating need to act responsibly, both on and off the ice, and this includes the use of electronic communications.
17. Any employee or member in a position of trust with **vulnerable individuals may NOT connect with ANYONE under 18 on any social media site, through their personal accounts.**
18. Although many athletes eighteen (18) years of age and younger will have their own email address, all communications should also be sent to the parent's email as well. No adult should communicate one on one with an athlete eighteen (18) years of age or younger.
19. A person who believes that an Individual's Social Media activity is inappropriate or may violate OSSA's policies and procedures should report the matter to their parents, their Club or the Executive Director of the Ontario Speed Skating Association.

Review

20. This policy will be reviewed annually, or as decided by the OSSA Board of Directors.
21. Individuals may provide feedback and recommend changes to OSSA.

Approval

22. This policy was approved by the Ontario Speed Skating Association Board of Directors on May 16, 2018.