



## ROWING BC

# SOCIAL MEDIA POLICY

Effective date	January 22, 2022
Archived date	-
Date last reviewed	January 22, 2022
Scheduled review date	January 2024
Replaces and/or amends	N/A
Approved by and date	Rowing BC Board of Directors January 22, 2022
Appendix(-ces) to this Policy	

### A. Preamble

1. Rowing BC is aware that Individual interaction and communication occurs frequently on Social Media. Rowing BC cautions Individuals that any conduct falling short of the standard of behaviour required by this *Social Media Policy* and the *BC Universal Code of Conduct* and/or the *Code of Conduct and Ethics* may be subject to the disciplinary sanctions identified within the *Discipline and Complaints Policy*.

### B. Application of this Policy

2. This Policy applies to all Individuals.

### C. Conduct and Behaviour

3. The following Social Media conduct may be subject to disciplinary action in accordance with the *Discipline and Complaints Policy*:
  - a) Posting comments or material on a social medium that is intended to cause harm (or is reckless as to the risk of causing harm), disparaging, hateful, or misleading, and that is directed at an Individual, RCA, Rowing BC, a Member Organization, or at other individuals connected with RCA or Rowing BC
  - b) Posting a picture, altered picture, or video on a social medium that is intended to cause harm (or is reckless as to the risk of causing harm), disparaging, hateful, or misleading, and that is directed at an Individual, at RCA, a Member Organization, or at other individuals connected with Rowing BC
  - c) Creating or contributing to a Social Medium vehicle, such as a Facebook group, webpage, Instagram account, Twitter feed, blog, or online forum, designed to cause harm or be hateful or misleading to Rowing BC, RCA, or a Member Organization, or their stakeholders, or their reputation
  - d) Inappropriate personal or sexual relationships over a Social Medium between Individuals who have a Power Imbalance in their interactions, such as between Athletes and coaches, committee members and staff, umpires and Athletes, etc.
  - e) Any instance of cyber-bullying or cyber-harassment. Examples 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:
    - i. regular insults;
    - ii. negative comments;



- iii. vexatious or unwelcome behaviour;
- iv. mean-spirited pranks or jokes;
- v. threats;
- vi. posing as another person;
- vii. spreading rumours or lies; or
- viii. other harmful behaviour.

- 4. For clarity, the above definition is not intended to stifle or restrict commentary about Membership Organizations, or organizations affiliated with Rowing BC, that is made in good faith with a view to improving the operation and function of that organization.
- 5. All conduct and behaviour occurring on Social Media may be Reported pursuant to the *Discipline and Complaints Policy*.

#### **D. Individuals' Responsibilities**

- 6. Individuals acknowledge that their Social Media activity may be viewable and viewed by anyone, including Rowing BC, Member Organizations or Individuals.
- 7. If Rowing BC 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 Rowing BC 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 Rowing BC.
- 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 *Discipline and Complaints Policy*, but the timeliness of the removal may be considered by any assessing officer or panel.
- 10. An Individual who believes that another Individual's Social Media activity is inappropriate or may violate the policies and procedures of Rowing BC should Report the matter in the manner outlined by the *Discipline and Complaints Policy*.

#### **E. Privacy**

- 11. The collection, use and disclosure of any personal information pursuant to this Policy is subject to Rowing BC's Privacy Policy.