



Policy Section	Change	Policy Version #	Date Approved	Effective Date
All	Split into Sections	0	Sept 2020	Sept 1, 2020

17.0 SOCIAL MEDIA POLICY

17.1 Policies

- 17.1.1 Social Media continues to grow in popularity and can provide associations and individuals with a wide range of benefits. It allows people to connect to the world instantly, it can enable Bow View to disseminate information widely at low to no cost and it can provide a platform for the Board of Directors to celebrate members' successes and success in our sport. We encourage our members to use social media but to ensure that they do so responsibly and pursuant to Bow View's Code of Conduct and Ethics.
- 17.1.2 These guidelines are designed to provide helpful, practical advice to members which can help you stay safe online.

17.2 Set Yourself Up Securely

- 17.2.1 Before posting anything online all members should ensure their social media accounts are set up as securely as possible.
- 17.2.2 Think carefully about who you connect with online – remember that once you connect, send a message or add someone as a friend or follower they can see everything you post. Would you really want this person to have full access to the details of your life?
- 17.2.3 Never give out your password, pin or login details online or face to face. These items should be private to you and shared with nobody. You should also ensure that you log out after use.
- 17.2.4 Coaches and volunteers should not be 'friends' with junior athletes online. It is unlikely that you would share all the details of your life with the children in your coaching sessions so don't make the mistake of doing so online. Private chat functions are often un-moderated so it can also leave adults open to an accusation of improper use. If you need to communicate with your athletes do so by group text message, phone calls to parents/guardians or via a post on a closed team or association page rather than via your personal profile.
- 17.2.5 Check your privacy settings regularly not just when you set up a new account. Most social media platforms default privacy settings to 'public' several times a year so you should check regularly to ensure that your accounts remain private.
- 17.2.6 Don't add friends online that you do not know or haven't met face to face. You would be unlikely to walk up to a stranger in the street and tell them about your life so don't do it online.
- 17.2.7 Turn off Bluetooth and location services on your devices when not in use as these can be used by others to view your private information or trace your movements. Similarly



do not 'check-in' – by checking in regularly you are potentially telling the world your home is empty and ready to burgle, where your training venue is full of expensive training equipment or what your regular movements are so that people can target you when alone.

- 17.2.8 Remember that what you post online can be easily misinterpreted. When things are typed instead of said face to face it is often difficult to know the true meaning of the words and people can easily take offence to a post that was shared without intending to upset them. This is especially true when online abbreviations, hashtags or emojis are used in place of words.
- 17.2.9 Never post or share messages, images or videos which are abusive, discriminatory or sexually explicit – all three of these things are illegal and you could find yourself in trouble with the police.
- 17.2.10 Never post or share photos, images or videos of other individuals without their permission. It's a simple matter of quickly asking, "Hey, do mind if I post this picture of you?". It's something that you may appreciate other people asking you, so return the favor and ask permission to post a picture, image or video if it's not of you.
- 17.2.11 Think carefully about what posts you like or share online. Once you like or share a post you become associated with it even if you were not the original author so think first about whether this is something you would want to be connected to.

17.3 Remember - there is no such thing as privacy online!

- 17.3.1 We encourage all members to consider three key questions before posting anything online:
 - Would you say this in front of your parents or grandparents?
 - Would you say this in front of the youngest children in your association?
 - Would you say this to a journalist at a press conference, sitting next to your coach/manager?
- 17.3.2 If the answer to any of these questions is no, think very carefully before posting. Thinking a little more before you post, is one of the simplest ways of keeping yourself safe online. It's important to review your privacy settings regularly on any social network. But it's also important to remember that it's possible that everything you send or post could potentially become public. Once that has happened, it could be seen by anyone and everyone, for-ever. Even if you are using apps like Snapchat, the people you are communicating with can take a screenshot of your message. Once that's done, the image/words/video you've sent are completely out of your control.
- 17.3.3 Once something starts to spread on the internet, it's impossible to control it, even once you've deleted the original. An ill-advised comment or photograph could still be popping up when someone searches your name years from now. You can never be completely sure that what you post online will remain private.



17.3.4 Used well, social media has the potential to give you greater control of this than ever before and to build a reputation for being dedicated, interesting, positive and inspiring. So before posting anything online first ask yourself how do I wish to be portrayed? What messages do I want to get across? Will my post reflect negatively upon my “role model” status? What parts of my life do I want to keep private? Is what I am posting going to reflect negatively on my public profile? Is what I am posting going to affect my future opportunities? Think before you post.

17.4 Respect Your Sport

- 17.4.1 In the same way that your actions while training, competing or coaching reflect on ringette in general, so do your actions online. As a role model within ringette, you can use social media to build on their pride in you and in your sport.
- 17.4.2 As a Member of Bow View, you have agreed to Bow View’s Code of Conduct and Ethics and must follow that Code when you post material and interact with other people through social media.
- 17.4.3 Celebrate success and hard work but don’t comment negatively on others’ performance, be they athletes, officials or coaches.
- 17.4.4 When you post online, make sure your facts are accurate and don't swear or engage in insulting or prejudicial behavior.
- 17.4.5 Before posting ask yourself how will the people who have helped me progress in my sport (such as my coach, my family, my association) feel about me posting this? How will this post affect the way my sport is viewed in Canada and further afield?
- 17.4.6 If I am tempted to discuss a contentious issue, how important is it for me to have my say in public? Have I thought carefully about my opinion, rather than offering a knee-jerk reaction? Will this be a constructive contribution? Are there other ways I could pursue the matter (face to face, in a private email, or on the phone, for example)?
- 17.4.7 Will what I am about to say undermine the hard work of those who came before me, or make life harder for those who come after?
- 17.4.8 Would I expect my own sporting heroes to post in this manner?
- 17.4.9 If you post something which you later regret there are a few steps you can take to try to minimize any resulting issues. You can start by deleting your post and tightening your privacy settings as much as possible – bearing in mind that the damage may already be done if an image or text is already in the possession of others. You can then speak to the Bow View President (bowviewpresident@gmail.com) to make them aware of the situation and ask for further advice.
- 17.4.10 Complaints and concerns about a Member’s conduct or behavior on social media can be addressed under Bow View’s 18.0 Complaint and Grievance Policy.
- 17.4.11 If you are receiving upsetting messages or posts, the best response is often no response. Tempting as it is to reply, this can escalate the situation. Instead, you can step away



from your phone or computer and make Bow View aware of the messages and ask for their advice.

17.4.12 Block and report anyone who sends abusive text messages to you using the links for blocking and reporting on the sites where the abuse is occurring and notify the Bow View President (bowviewpresident@gmail.com).

17.4.13 If you receive indecent images or sexually explicit messages please contact the Bow View President (bowviewpresident@gmail.com), Kids Help Phone (Confidential) 1-800-668-6868 and/or the Police 911.