



Social Media Policy

1. PURPOSE

Cheer Nova Scotia uses social media networking accounts to increase the reach of CNS news and information to all interested parties, which include but is not limited to: members, fans, sport enthusiasts, supporters and other interested stakeholders. CNS recognizes the vital importance of participating in online conversations and is committed to ensuring that we participate in online social media the right way.

Note that this policy is specific to CNS as an association. It is recommended that individual programs also develop and maintain their own social media policy. Social media will be referred to in the broad sense of the definition for this policy. It includes, but is not limited to, social networking sites, blogs, wikis, message boards, chat rooms, electronic newsletters, online forums.

CNS encourages all registrants to approach online worlds in the same way one does the physical one – by using sound judgement and common sense, by adhering to CNS values, and by ensuring that all CNS Policies are followed.

2. RESPONSIBILITIES OF AUTHORIZED SPOKESPERSON

Once authorized by the CNS Executive to use, post and comment on social media platforms as an Authorized Spokesperson, a member must adhere to the following guidelines.

1. Use only the CNS designated social media accounts;
2. Ensure that all content published is accurate and not misleading in anyway;
3. Ensure comments are respectful of the online community; and
4. Adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment, and other applicable laws including CNS Privacy Policy.

3. CNS EXPECTATIONS FOR PERSONAL BEHAVIOUR ON SOCIAL MEDIA PLATFORMS

1. Members are to adhere to all applicable policies. All Members are subject to CNS Code of Conduct in every public setting, including online social media settings.
2. Members need to be aware that if their social media profile shows any connection to CNS, a member gym, team or event, their actions reflect on CNS and its membership.

3. Members will not post material that is inappropriate or harmful to CNS and its membership.
4. Members may not post material that is racist, homophobic, defamatory, pornographic, misogynistic, harassing or libellous.
5. Any online activity or published content that violates the CNS Code of Conduct or any CNS policy may be subject to disciplinary action.

4. GUIDANCE FOR NAVIGATING LEGAL ISSUES

The following is offered as general guidance to assist Members in complying with the obligations set out in the Social Media Policy. Members are encouraged to seek further guidance from the Executive when necessary.

1. **Privacy, confidentiality and information security.** Do not publish or report on conversations or information that is deemed confidential or classified or deals with matters that are internal in nature.
2. **Copyright.** Respect copyright laws and fair use of copyrighted material and attribute work to the original author/source wherever possible;
3. **Harassment and bullying.** CNS policies on abuse, discrimination or harassment apply to an online setting. Comments Members make on-line, even on their own private social networks are subject to those policies and may result in disciplinary action being taken.
4. **Defamation.** Members are to refrain from publishing material that may cause injury to another person (mentally or physically), organization, association, company's or person's reputation, and should seek further guidance if publication of such material is thought to be necessary; and
5. **Offensive or obscene material.** Material may be offensive or obscene and may infringe relevant on-line classification laws if it is pornographic, sexually suggestive, harassing, hateful, racist, sexist, abusive or discriminatory.

5. POLICY INFORMATION

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