

### **Definition**

The following terms have these meanings in this Policy:

- “Social media” – Communication media that permits users to create or generate content, share that content, and network with other users. Social media includes YouTube, Facebook, Instagram, LinkedIn, Tumblr, TikTok, Snapchat, Twitter, and other similar websites and applications.
- “Regina Ringette -branded social media” – Official social media including Regina Ringette’s Facebook page, Instagram, Twitter feed, or other social media engagement; both those that exist currently and those that will be created by Regina Ringette in the future
- “Representative” shall mean all individuals employed by, or engaged in, activities on behalf of RRA, which include, but are not limited to, staff, administrators, directors, and officers of RRA, committee members, coaches, players, and volunteers.

### **Purpose**

- Regina Ringette supports its “Representatives” in using social media to improve internal communication, strengthen the brand, and engage with members. To reduce ambiguity, Regina Ringette has established this policy to guide Representatives' social media activities.

### **Application of Policy**

- This policy applies to all Representatives during RRA business, activities and events, or externally if the conduct adversely affects relationships within RRA work and/or sport environment, or detrimental to the image and reputation of RRA.

### **Representatives' Responsibilities**

- Representatives will NOT:
  - use social media for the purpose of fraud or other activity that contravenes the laws of Canada, the laws of Saskatchewan or the Code of Conduct;
  - impersonate any other person or misrepresents their identity, role or position with RRA;
  - display preference or favouritism regarding athletes or other members; or
  - upload, post, email, or otherwise transmit:
    - any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive of another person’s privacy, or otherwise objectionable;
    - any material which is designed to cause annoyance, inconvenience, or needless anxiety to others;

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- any material that infringes on the patent, trademark, trade secrets, copyright, or other proprietary right of any other party; or
- any material that is considered the Regina Ringette Association's confidential information or intellectual property, as per the Confidentiality Policy.

- Representatives shall refrain from discussing matters related to RRA or its operations on representative's personal social media. Instead, matters related to RRA, or its operations should be handled through more official communication channels (like email) or through the RRA-branded social media.
- Representatives shall use their best judgement to respond to controversial or negative content posted by other people on the RRA-branded social media. In some cases, deletion of the material may be the most prudent action. In other cases, responding publicly may be preferred. If a Representative questions the correct action to take, the Representative shall consult with another Representative who has more decision making authority at RRA.
- Representatives shall use a clear and appropriate writing style.
- **(NEW)** Live streaming - Regina Ringette does not allow any of the following:
  - **Personal attacks:** Name-calling, insults, threats, hurtful comments about appearance, voice or style, and all other forms of attacks.
  - **Discriminatory or derogatory language:** Racism, sexism, homophobia, transphobia, ableism or other forms of discrimination.
  - **Harassment:** Intimidation, or use of sexual or discriminatory imagery, comments or jokes.
  - **Commercial:** Selling a product or service or recruiting fans.

**Regina Ringette Association's Responsibilities**

- RRA will:
  - ensure that Representatives only use social media in a positive manner when connecting with others;
  - properly vet and understand each social medium before directing Representatives to engage with, or create, the RRA-branded social media;
  - ensure that Representatives balance personal and professional information posted via social media and inform Representatives that a balance is necessary and positive;
  - monitor Representatives' use of social media.



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**Enforcement**

- Failure to adhere to this Policy may permit discipline in accordance with the Discipline and Complaints Policy.