



Building Healthy Minds and Bodies since 1977

7.2 SOCIAL MEDIA POLICY

PURPOSE

This policy provides Okanagan Gymnastics Centre (OGC) employees with guidelines for the use of OGC related images and information on various Social Media platforms. The following guidelines are intended to help OGC employees represent OGC with professionalism and integrity in the use of Social Media. This Policy applies to the social networking activity of all OGC employees, and establishes guidelines for OGC employees to follow when communicating in the media and/or online in reference to OGC.

Definitions:

- a) **Employee:** Includes all persons employed by OGC, contract employees, volunteers, students etc.
- b) **Social Media:** Consists of online websites and platforms which allow members/users to have direct, individual user profiles and share, create and interact with other user-generated content. This includes text, images, video and audio. Examples include Facebook, Twitter, YouTube and LinkedIn
- c) **Post:** Act of adding an item to a social media site. e.g.: posting update to Facebook.

POLICY

Social Media platforms may be used by OGC employees for OGC related purposes subject to the restrictions set forth in this Policy. These restrictions are intended to ensure compliance with OGC's legal and contractual obligations towards OGC users including but not limited to athletes, parents/guardians, and employees. Athletes that are registered as participants of OGC, and the respective parents or guardians of the OGC athletes are also bound by this policy if and when postings are made to Social Media in the context of the athletes or parents/guardians involvement with OGC.

When using Social Media platforms, OGC employees must always speak for themselves, not for OGC or any other OGC employees, OGC athletes, OGC parents/guardians, or the OGC Board of Directors. OGC employees may reveal in their postings to Social Media that they work for OGC as well as their work title and position, and OGC employees may discuss OGC and the general nature of their work publicly.

PRIVACY

The privacy of all OGC employees, families and athletes must be respected when OGC employees make postings to Social Media. Non-public information about employees, families and staff must not be disclosed under any circumstances.

OGC has a Waiver/Photograph Release form to be reviewed and considered by all OGC members and/or parents/guardians to ensure usage of photos of athletes is allowable. If a parent/ guardian does not authorize the release of photos, they must advise OGC in writing.

An OGC employee must have unequivocal knowledge that OGC athletes and the parents/guardians of the athletes have agreed to the posting of photos to Social Media before the employee makes a posting about OGC and/or a particular athlete or group of athletes. If an OGC employee is uncertain about whether or not consent has been provided, then the posting to Social Media by the employee should not occur under any circumstances.

MONITORING

The Director of Operations and Business Team Leader shall monitor all Social Media content for OGC. The Director of Operations may appoint specific OGC staff members to update and post on OGC Social Media sites. Failure by an OGC employee to follow these guidelines may result in action being taken by OGC which may include, and not be limited to the following: conduct review by management, reprimand, and termination with cause.

APPROVED BY OGC BOARD OF DIRECTORS MARCH 11, 2015

AMENDED BY OGC BOARD OF DIRECTORS MARCH 21, 2018

Addendum to Social Media Policy

The following outlines guiding principles when posting to, or dealing with, social media platforms.

Guiding principles

- Do not disclose any confidential or proprietary information of or about OGC, its affiliates, employees, athletes, consultants, vendors, or suppliers, including but not limited to business and financial information;
- Personal social media accounts are not to be promoted to members in postings made by OGC employees in the course of their employment with OGC;
- The Internet is not anonymous. OGC employees must assume that everything that is written by an OGC employee can be traced back to OGC, and to that particular OGC employee; remember that there is no longer a clear boundary between a person's personal life and work life;
- In making postings to Social Media, OGC employees shall not lie, withhold, or misconstrue the truth;
- The Internet contains a permanent record;
- Information that can be perceived as negative shall not be posted on any OGC Social Media platforms. Do not cite or reference OGC members, partners or suppliers without their approval;
- Identify yourself including name, and when relevant, your role with OGC when using Social Media for OGC related matters;
- OGC employees are responsible for their posts. Be mindful of the fact that what is written will remain public indefinitely;
- OGC employees may not personally attack fellow OGC employees, members, vendors or others in Social Media postings;
- OGC employees may not post any material that is obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful, or embarrassing to another person or entity. This includes, but is not limited to comments regarding OGC, its employees, members or athletes;
- OGC employees must carefully consider the possible consequences of all content posted on social networking sites. Employees making any posts that reflect negatively upon OGC are subject to disciplinary measures, including possible termination;
- Social Media activity must not interfere with an OGC employee's work commitments;
- An employee of OGC may not use OGC to endorse or promote any product, opinion, cause or political candidates;
- It must be abundantly clear to readers that all opinion is yours, and does not represent the views of OGC;
- OGC employees shall not be paid for personal time spent on Social Media;

- Logos and graphics belonging to OGC are not to be used without approval; as they can appear to be speaking for OGC;
- Athletes that are registered as participants of OGC, and the respective parents/guardians of OGC athletes, are also bound by the OGC Social Media Policy (as detailed above) if and when postings are made to Social Media in the context of the athletes or parents/guardians involvement with OGC.

Examples where the guiding principles apply:

- (a) Joe, an OGC coach, writes his own personal blog regarding his insights into coaching. He sometimes cites his work at OGC to illustrate his ideas.
- (b) Nancy, an OGC employee, creates a Facebook user group for OGC employees to discuss their coaching experiences. She occasionally posts information about her new assignment at OGC on her Twitter account.