

BC WHEELCHAIR SPORTS ASSOCIATION

Social Media Policy

Definitions

1. The following terms have these meanings in this Policy:
 - a) *“Social media”* – The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, YouTube, Facebook, Instagram, Tumblr, Snapchat, and Twitter.
 - b) *“Individuals”* – Individuals employed by, or engaged in activities with, BCWSA including, but not limited to, athletes, coaches, convenors, referees, officials, volunteers, managers, administrators, committee members, sport science and medical personnel, and Directors and Officers of the BCWSA
 - c) *“Case Manager”* – The person or organization appointed by BCWSA to oversee management and administration of complaints.

Preamble

2. BCWSA is aware that Individual interaction and communication occurs frequently on social media. BCWSA cautions Individuals that any conduct falling short of the standard of behaviour required by BCWSA’s *Code of Conduct and Ethics* will be subject to the disciplinary sanctions identified within the BCWSA’s *Discipline and Complaints Policy*.

Application of this Policy

3. This Policy applies to all Individuals as defined in the Definitions.

Conduct and Behaviour

4. Per BCWSA’s *Discipline and Complaints Policy* and *Code of Conduct and Ethics*, the following social media conduct may be considered minor or major infractions at the discretion of the Case Manager:
 - a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an Individual, at BCWSA, or at other individuals connected with BCWSA
 - b) Posting a picture, altered picture, or video on a social medium that is harmful, disrespectful, insulting, or otherwise offensive, and that is directed at a Individual, at BCWSA, or at other individuals connected with BCWSA
 - c) Creating or contributing to a Facebook group, webpage, Instagram account, Twitter feed, blog, or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about BCWSA, its stakeholders, or its reputation
 - d) Any instance of cyber-bullying or cyber-harassment between one Individual and another Individual (including a teammate, coach, opponent, volunteer, or official), where incidents 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: regular insults, negative comments, vexatious behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour.
5. All conduct and behaviour occurring on social media may be subject to BCWSA’s *Discipline and Complaints Policy* at the discretion of the Case Manager.

Participant Responsibilities

6. Participants acknowledge that their social media activity may be viewed by anyone; including BCWSA.

7. If BCWSA 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 BCWSA 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 BCWSA.
9. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to BCWSA's *Discipline and Complaints Policy*.
10. An individual who believes that an Individual's social media activity is inappropriate or may violate BCWSA's policies and procedures should report the matter to BCWSA in the manner outlined by BCWSA's *Discipline and Complaints Policy*.