

3.5 SOCIAL MEDIA POLICY

A. PURPOSE

- i. The purpose of this policy is to encourage the use of social media to enhance effective communication, build the ringette community and interact with Members while outlining standards for social media use.
- ii. This policy applies to individual players, coaches and other volunteer Members when posting content on social media in relation to Ringette BC, its Leagues, Club Associations, teams, players, and volunteers, whether or not these Members are acting in any official team, Club Association or League capacity.

B. DEFINITIONS

- i. Members - Any member of Ringette BC or its Leagues and Club Associations (parents, players, coaches, managers, referees, board members, other volunteers and supporters).
- ii. Social Media – The catch-all term that is broadly applied to internet use and other electronic methods of communication. Social media includes personal and professional websites, blogs, chat rooms, group chats and bulletin boards in addition to social networks such as, but not limited to, Facebook, LinkedIn, Twitter, Snapchat and image sharing sites such as Instagram and YouTube.

C. APPLICATION

- i. This policy applies to all Members of Ringette BC.

D. SOCIAL MEDIA REQUIREMENTS

- i. Members using Social Media must make efforts to use it responsibly and respectfully. When posting or sharing content, Members are expected to uphold the values of Ringette BC.
- ii. It is not acceptable to upload, post, email, or otherwise transmit any Ringette-related content that is:
 1. Offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive of another person's privacy, or otherwise objectionable; or
 2. Designed or intended to cause annoyance, inconvenience, or needless anxiety to others; or
 3. Considered Ringette BC's confidential information or intellectual property; or
 4. Harmful to the reputation of the sport, or that is not aligned with the core values of Ringette BC, the League and/or Club Associations, or not in adherence to the Member's Code of Conduct.
- iii. Members failing to adhere to this section of the policy may be subject to recourse / action under the Ringette BC Discipline and Complaints policy.