



POLICY ON SOCIAL MEDIA

Definitions

1. The following terms have these meanings in this policy:
 - a. **Social Media** – The catch-all term that is broadly applied to online communication media such as blogs, YouTube, Facebook, Twitter, Instagram, Tumblr, and Snapchat, among others.
 - b. **Individual** – Registered participants including but not limited to, athletes, coaches, referees, directors, managers and administrators.
 - c. **Active Members** - All categories of membership defined in the Volleyball Canada Bylaws.

Policy Statement

2. Volleyball Canada recognizes that Social Media, used in a responsible manner, represents one of the best communications tools for a rapidly growing number of players, coaches, referees and staff.

Purpose

3. This policy provides Active Members and Individuals with guidelines for the responsible use of social media.

Scope and Application

4. This policy applies to all Active Members and Individuals as identified above.
5. Conduct and behaviour falling short of the standard outlined in this policy and Volleyball Canada's Code of Conduct may be subject to discipline.
6. All conduct and behaviour occurring on Social Media may be subject to sanction under the Volleyball Canada Discipline and Complaints Policy.
7. A person who believes that an Individual's Social Media activity is inappropriate or may violate Volleyball Canada's policies and procedures should report the matter to Volleyball Canada in the manner outlined by the Discipline and Complaints Policy.

Provisions

8. Given the nature of Social Media, as a continually developing communication sphere, Volleyball Canada trusts its coaches, athletes and referees to use their best judgement when interacting with others through Social Media.
9. Volleyball Canada encourages Individuals to engage with Social Media, but cautions that such engagement must meet the standard of conduct and behaviour outlined in Volleyball Canada's Code of Conduct.
10. Volleyball Canada supports and encourages the rights to freedom of speech, expression and association; including the use of social networks. Nevertheless, as representatives of



Volleyball Canada, individuals are held to a higher standard and may be viewed as public role models.

11. Individuals are encouraged to embrace Social Media while following these guidelines:
 - a. Understand that Individuals represent Volleyball Canada and their teams. There are no “off hours” when it comes to Social Media.
 - b. Accept that everything posted is on the record and very public. The ability to share Social Media communications is very powerful and anything sent to a few can be shared with many thousands in a matter of seconds.
 - c. Choose your language and message wisely.
12. Individuals acknowledge that their Social Media may be viewed by anyone; including but not limited to Volleyball Canada, individuals, and sponsors
13. Inappropriate material found by third parties affects the third parties’ perception of the Individual, their team or organization, and Volleyball Canada and its programs. This can also be detrimental to an Individual’s future, including future professional employment.
14. When using Social Media, an individual must model appropriate behaviour befitting the Individual’s role and status in connection with Volleyball Canada.
15. The following Social Media conduct may be considered a minor or major infraction, at the discretion of Volleyball Canada:
 - a. Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at another person or group of people.
 - b. Posting a picture, altered picture, or video on a social media medium that is harmful, disrespectful, insulting, or otherwise offensive.
 - c. Creating or contributing to a Facebook group, webpage, blog, or online forum devoted solely, or in part, to promoting negative or disparaging remarks or commentary about Volleyball Canada, its stakeholders, or its reputation.
 - d. Any instance of bullying or harassment between an Individual and another person.
 - e. Appearing in a video, photo or graphic deemed inappropriate or offensive while wearing an official Team Canada Volleyball uniform.

Communications

16. This policy must be effectively communicated to those who will be responsible for upholding the policy, as well as to those who will be responsible for its implementation.

Review

17. This policy will be reviewed annually, or as decided by the Chief Executive Officer and/or the Volleyball Canada Board of Directors.
18. Individuals may provide feedback and recommend changes to Volleyball Canada.
19. This policy should next be reviewed in February 2018.

Approval



20. This policy was approved by the Volleyball Canada Board of Directors on February 28, 2017.