

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, Sask Squash including, but not limited to, athletes, coaches, convenors, referees, officials, volunteers, managers, administrators, committee members, medical and paramedical personnel, and Directors and Officers of Sask Squash
 - c) “*Case Manager*” – The person or organization appointed by Sask Squash to oversee management and administration of complaints.

Preamble

2. Sask Squash is aware that Individual interaction and communication occurs frequently on social media. Sask Squash cautions Individuals that any conduct falling short of the standard of behaviour required by Sask Squash’s *Code of Conduct and Ethics* will be subject to the disciplinary sanctions identified within Sask Squash’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 Sask Squash’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 Sask Squash, or at other individuals connected with Sask Squash
 - 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 Sask Squash, or at other individuals connected with Sask Squash
 - 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 Sask Squash, its stakeholders, or its reputation
 - d) Inappropriate personal or sexual relationships between Individuals who have a power imbalance in their interactions, such as between athletes and coaches, Directors and staff, officials and athletes, etc.
 - e) 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 Sask Squash’s *Discipline and Complaints Policy* at the discretion of the Case Manager.

Individuals Responsibilities

6. Individuals acknowledge that their social media activity may be viewed by anyone; including Sask Squash.

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