



Social Media Policy

DEFINITIONS

1. The following terms have these meanings in this Policy:
 - a) "*Case Manager*" – The person or organization appointed by Orienteering Canada to oversee management and administration of complaints.
 - b) "*Social media*" – The catch-all term that is applied broadly to computer-mediated communication media such as blogs, YouTube, Facebook, Instagram, Tumblr, and Twitter, the Orienteering Canada Facebook page, the National Team Blog, Orienteering Canada Twitter Account, AttackPoint Training Log, AttackPoint Discussions, DOMA, etc.
 - c) "*Stakeholders*" – Stakeholders include:
 - i. All categories of membership and registrants defined in the Orienteering Canada Bylaws including, but not limited to, Provincial/Territorial Orienteering Associations, Member Clubs, and individuals affiliated with a Member Club, a Provincial/Territorial Orienteering Association or Orienteering Canada.
 - ii. All administrators, coaches, team managers, committee and sub-committee members, and directors and officers of Orienteering Canada

PREAMBLE

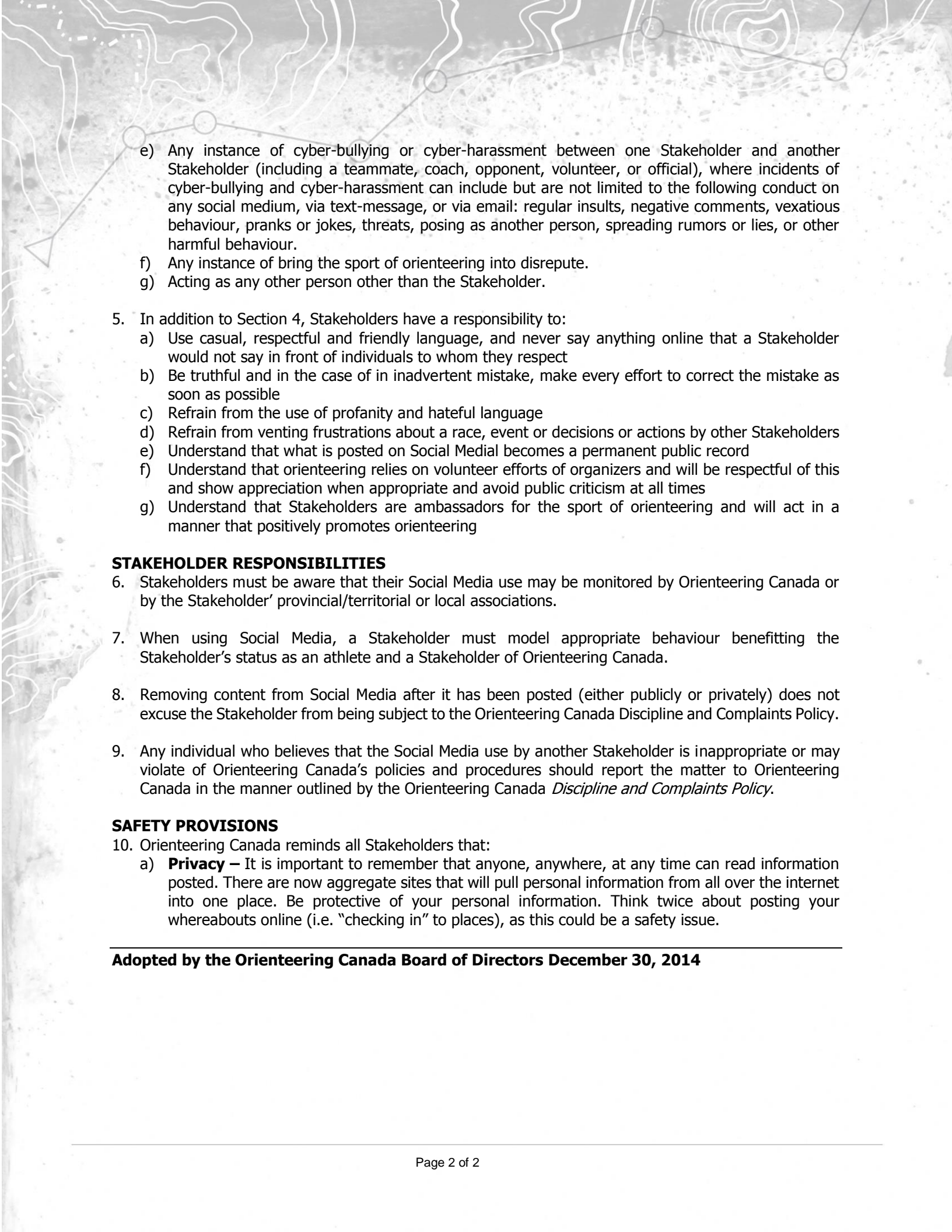
2. Orienteering Canada actively encourages its stakeholders to take part in social media to share their experiences in the public realm. Orienteering Canada recognizes that social media can be used to increase communication between and among its stakeholders. Social media can also advance the promotion and positive profile of our sport and athletes to a larger audience. Orienteering Canada is committed to positively developing and promoting the sport of orienteering in a responsible and respectful environment. Orienteering Canada respects the right to freedom of speech. The intent of this *Social Media Policy* is not to limit the communication in the public realm of social media, rather its intent is to ensure this communication is done responsibly and respectfully. Conduct by stakeholders that falls short of the standards of behavior required by Orienteering Canada's *Code of Conduct & Ethics* and its *Social Media Policy* may be subject to disciplinary sanctions identified in Orienteering Canada's *Discipline and Complaints Policy*.

APPLICATION

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

CONDUCT AND BEHAVIOUR

4. Per the Orienteering Canada *Discipline and Complaints Policy* and *Code of Conduct*, the following Social Media conduct may be considered minor or major infractions at the discretion of the Case Manager:
 - a) Posting a disrespectful, hateful, insulting, or otherwise negative comment on a personal blog, in a Facebook post or note, or as a Tweet on Twitter, that is directed at Stakeholders or at other persons connected with Orienteering Canada.
 - b) Posting a disparaging or harmful comment on a personal blog, in a Facebook post or note, or as a Tweet on Twitter, that is directed at Orienteering Canada.
 - 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 Orienteering Canada or its reputation.
 - d) Posting a picture, altered picture, or video on Facebook, Tumblr, Twitter, YouTube, or other social medium that is harmful, disrespectful, insulting, or otherwise offensive, and that is directed at Stakeholders or at other persons connected with Orienteering Canada.

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- e) Any instance of cyber-bullying or cyber-harassment between one Stakeholder and another Stakeholder (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 rumors or lies, or other harmful behaviour.
 - f) Any instance of bring the sport of orienteering into disrepute.
 - g) Acting as any other person other than the Stakeholder.
5. In addition to Section 4, Stakeholders have a responsibility to:
- a) Use casual, respectful and friendly language, and never say anything online that a Stakeholder would not say in front of individuals to whom they respect
 - b) Be truthful and in the case of in inadvertent mistake, make every effort to correct the mistake as soon as possible
 - c) Refrain from the use of profanity and hateful language
 - d) Refrain from venting frustrations about a race, event or decisions or actions by other Stakeholders
 - e) Understand that what is posted on Social Media becomes a permanent public record
 - f) Understand that orienteering relies on volunteer efforts of organizers and will be respectful of this and show appreciation when appropriate and avoid public criticism at all times
 - g) Understand that Stakeholders are ambassadors for the sport of orienteering and will act in a manner that positively promotes orienteering

STAKEHOLDER RESPONSIBILITIES

- 6. Stakeholders must be aware that their Social Media use may be monitored by Orienteering Canada or by the Stakeholder' provincial/territorial or local associations.
- 7. When using Social Media, a Stakeholder must model appropriate behaviour benefitting the Stakeholder's status as an athlete and a Stakeholder of Orienteering Canada.
- 8. Removing content from Social Media after it has been posted (either publicly or privately) does not excuse the Stakeholder from being subject to the Orienteering Canada Discipline and Complaints Policy.
- 9. Any individual who believes that the Social Media use by another Stakeholder is inappropriate or may violate of Orienteering Canada's policies and procedures should report the matter to Orienteering Canada in the manner outlined by the Orienteering Canada *Discipline and Complaints Policy*.

SAFETY PROVISIONS

- 10. Orienteering Canada reminds all Stakeholders that:
 - a) **Privacy** – It is important to remember that anyone, anywhere, at any time can read information posted. There are now aggregate sites that will pull personal information from all over the internet into one place. Be protective of your personal information. Think twice about posting your whereabouts online (i.e. "checking in" to places), as this could be a safety issue.

Adopted by the Orienteering Canada Board of Directors December 30, 2014