



"Home to Wushu
in Ontario"

WOP18-Social Media Policy

EFFECTIVE: March 1st, 2017

WushuOntario 2370 Midland Ave, #B22, Scarborough, ON, M1S 5C6 416-321-5913 Fax: 416-321-5068, www.wushuontario.ca

WushuOntario – Social Media Policy

PURPOSE

1. The purpose of this policy is to provide WushuOntario's guidelines on
 - a. Appropriate items to post;
 - b. Enhancing good sportsmanship and;
 - c. Representing the sport in a positive framework through social media.

DEFINITIONS

2. **The following terms have these meanings in this policy:**
 - a. "Social media" – The catch-all term that is applied broadly and not limited to new computer mediated communication media such as blogs, YouTube, Facebook, Instagram, Tumblr, and Twitter.
 - b. "Individual"- Participants and members as defined in the WushuOntario By-laws and policies, as well as all individuals employed by or engaged in activities with WushuOntario, including but not limited to, athletes, coaches, officials, volunteers, directors, officers, team managers, team captains, medical and paramedical personnel, administrators, and employees.
 - c. "Case Manager" – The person or organization appointed by WushuOntario to oversee management and administration of complaints.

PREAMBLE

3. WushuOntario encourages Individuals to engage with social media but cautions that such engagement must meet the standard of conduct and behaviour outlined by WushuOntario's Code of Conduct. Conduct and behaviour falling short of this standard may be subject to WushuOntario's Discipline Policy.
4. In particular, athletes, coaches and general members who engage with social media must understand that, though they are a member of WushuOntario, they do not officially represent WushuOntario as an organization. It should be clear to persons following an athlete's or member's social media activity that the athlete is not speaking on behalf of WushuOntario.

APPLICATION

5. This Policy applies to all Individuals as defined in the Definitions.
6. All complaints will be directed to the WushuOntario Director of Communications and subject to evaluation by the Board of Directors.
7. All conduct and behaviour occurring on social media may be subject to the WushuOntario Discipline Policy at the discretion of the assigned Case Manager.



CONDUCT AND BEHAVIOUR (What and What Not to Post)

8. Only approved representatives will be permitted to manage WushuOntario's social media accounts. Representatives of WushuOntario will communicate with its audience through Social Media platforms in a manner consistent with its core values, including but not limited to:
 - a. Policy updates and announcements;
 - b. News of events and competition;
 - c. Updates on events and competition;
 - d. Opportunities available to WushuOntario members;
 - e. Sale of WushuOntario merchandise;
 - f. Fundraising efforts;
 - g. Community spotlights;
 - h. Employment and volunteer opportunities;
 - i. Conversational pieces to engage in a meaningful dialogue with its audience;
 - j. Responses to comments, questions, and messages.

9. The frequency of communications will vary depending on the social media platform. Depending on the volume of comments or posts received, WushuOntario cannot commit to responding to everyone. Representatives of WushuOntario will also undertake the task of moderating any comments that do not meet its community guidelines.

10. Members of WushuOntario are encouraged to engage in positive discussion with WushuOntario and its members. Discussions or comments may include tasteful photos or graphics that do not impede upon the conduct or harassment policies of WushuOntario. Examples of such conversation include, but are not limited to:
 - a. The announcement of events relevant to the Wushu Community;
 - b. Questions and feedback regarding WushuOntario events, policies, and procedures;
 - c. Discussion around amateur sports as a whole;
 - d. Inquiries regarding competitive opportunities; or
 - e. Any other topic that contributes in a meaningful way to the Wushu Community.

11. Per the WushuOntario Discipline Policy and Code of Conduct Policy, 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 WushuOntario, or at other persons connected with WushuOntario.
 - 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 an Individual, at WushuOntario, or at other persons connected with WushuOntario.
 - 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 WushuOntario, its stakeholders, or its reputation



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- 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.

INDIVIDUAL RESPONSIBILITY

12. Individuals acknowledge that their social media activity may be viewed by anyone; including WO and all other related associations as well as the general public.
13. If WO 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 WO to cease this engagement.
14. When using social media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with WO.
15. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to the WO Discipline and related policies.
16. A person who believes that an Individual's social media activity is inappropriate or may violate WO policies and procedures should report the matter to WO in the manner outlined by the WO Discipline Policy and Dispute Resolution Policy.