

**BOARD OF DIRECTORS
MEETING # 12 (2017-2018)**

August 27, 2018

Electronic Vote

Votes received from:

D. Thompson

T. Barker

M. Brown

D. Leckie

P. Legault

B. Seawright

ITEM	ACTION
12-2018:01.1 MOTION: M. Brown/B. Seawright To approve the Social Media Policy as recommended by the Program Policy Committee.	CARRIED

SECTION	Organization	POLICY #	-
SUBJECT	RISK MANAGEMENT	EFFECTIVE	September 2018
AUTHORIZED BY	Board of Directors	REVISED	August 2018

Social Media & Social Networking Policy

Background & Introduction

Swim Ontario ("SO") recognizes that social media can be used for organizational purposes to increase communication between and among its member clubs, registrants, and partners and advance the promotion and positive profile of our sport.

SO actively encourages and supports registered athletes to take part in social media to share their swimming related experiences. Athletes are one of our best sources of social media content and act as ambassadors for our organization and our sport. Social media platforms provide a great opportunity to raise the profile of our athletes and help them connect with fans of the sport.

SO also recognizes the importance of online conversation and respects the right to freedom of speech and the use of social media for personal purposes.

SO is committed to a sport and work environment that supports responsible and respectful use of social media by its athletes, coaches, officials, volunteers, staff, member clubs, and Board of Directors. All postings made to social media are treated as 'public,' comparable to comments or actions in a public forum or in front of a camera or microphone.

This policy describes SO's commitment to using social media responsibly.

A. Policy Details

1. Application and Scope

This policy applies to all employees, directors, registrants (coaches, athletes, officials, volunteers) and member clubs of SO. It applies to online behaviour when serving as a representative of SO and when participating as a sole individual.

The policy refers to use of a broad sweep of online activity including, but not limited to, social, professional and multi-media networks and live-blogging tools. It includes posts, comments, shares and tweets initiated by an individual, as well as re-tweeting or reposting someone else's comment(s) to one's own social media account.

Posting on any social media platform ensures the near-permanent existence of that material. A tweet posted six months ago can be easily found by an intrepid researcher. A picture that is posted on social media platforms never really goes away. These reasons underscore why we need to be especially careful about our social media use.

Today, social media is no longer limited to blogs and social networking sites. Below is a non-exhaustive list of other forms of social media participation. You have participated in some form of social media if you have:

- Posted a comment on a blog;

- Posted a review or rated a product;
- Tweeted anything;
- Participated in an online poll;
- Posted a status update on any form of social media platform (ex. Facebook, Twitter, Instagram, etc.);
- Created a LinkedIn Profile;
- Uploaded a video to YouTube or Vimeo;
- Shared an image on Flickr; or
- Shared your location on Foursquare or the like.

This policy covers social media messaging and actions that fall within SO's organizational jurisdiction and includes, but is not restricted to, protection of individuals, our brand, our sport profile, and relationships with our sponsors and funding partners.

2. Standard of Conduct – Messaging and Posting

SO endorses a high standard of behaviour when using social media and does not condone any messages that may contravene our Bylaws, Policies or Procedures, including for greater certainty, our Comprehensive Code of Conduct and Ethics. For example, SO does not condone messages that:

- May constitute harassment, discrimination or violence;
- May be hurtful, malicious, degrading or otherwise offensive to an individual or group of individuals;
- Refer to controversial or potentially inflammatory subjects including, but not limited to, politics, sex, and religion;
- May be damaging to our brand and/ or relationships with our stakeholders and funding partners;
- Divulge confidential or proprietary information that belongs to SO; and/or
- Fail to respect the privacy of others by disclosing personal information without requisite consent.

Only communications staff employed by SO, or designate, may post on the official social media sites of SO, unless written permission is given by SO.

Messages posted on personal online sites cannot be attributed to SO and must not appear to be endorsed by or originated from SO.

3. Swim Ontario Inquiries

All official inquiries about SO must be answered through SO's official communication platforms. An individual directly receiving requests from others (e.g., a journalist) regarding issues relevant to SO, are to contact the communications manager and/or Director of Administration and Communication and/or Executive Director prior to responding and in order to frame an appropriate response, as required.

4. Imposing Disciplinary Sanctions

An individual that uses social media irresponsibly or disrespectfully in a manner that may bring SO into disrepute and/or is contrary to our Bylaws, Policies or Procedures as well as the standards of conduct for messaging and posting outlined above, will be subject to discipline. Indiscretions through social media are subject to the same discipline as if the social media user made similar damaging comments or actions in another public forum or in front of a camera or microphone.



Complaints and discipline are subject to the “Complaint, Discipline and Appeal Procedure”. Disciplinary sanctions will reflect the severity of the infraction.

Any individual may appeal the decision and disciplinary sanctions by following the Dispute Resolution and Appeals Policy established by SO.

Disciplinary sanctions imposed internally by SO do not preclude legal action that may be taken against an individual using social media irresponsibly.

B. Additional Pertinent Information

This Social Media and Social Networking Policy is meant to cover existing and emergent online tools and network options.

C. Policy Implementation

The Executive Director and staff of SO have shared responsibility and accountability to implement and enforce this policy.