

TRIATHLON MANITOBA

Social Media Use Policy

Adopted by Board of Directors February 11, 2019

Definitions

1. The following terms have these meanings in this Policy:
 - a) “*Social media*” – The catch-all term that is applied broadly to computer-mediated communication media such as blogs, YouTube, Facebook, Instagram, Tumblr, Snapchat, and Twitter;
 - b) “*Triathlon Manitoba branded social media*” – Official social media engagement by Triathlon Manitoba including Triathlon Manitoba’s Facebook page(s), Twitter feed, photo sharing accounts, YouTube channels, blogs, or other social media engagement; both those that exist currently and those that will be created by Triathlon Manitoba in the future;
 - c) “*Representative*” – All individuals employed by, or engaged in activities on behalf of, Triathlon Manitoba. Representatives include, but are not limited to, staff, administrators, directors and officers of Triathlon Manitoba, committee members, and volunteers.

Purpose

2. Triathlon Manitoba encourages the use of social media by its Representatives to enhance effective internal communication, build Triathlon Manitoba brand, and interact with members. Since there is so much ambiguity in the use of social media, Triathlon Manitoba has adopted this policy to set boundaries and standards for Representatives’ social media use.

Application of this Policy

3. This Policy applies to all Representatives.

Representatives’ Responsibilities

4. Triathlon Manitoba Representatives will not:
 - a) Use social media for the purpose of fraud or any other activity that contravenes the laws of Canada, Triathlon Manitoba’s *Code of Conduct and Ethics Policy*, or any other applicable jurisdiction;
 - b) Impersonate any other person or misrepresent their identity, role, or position with Triathlon Manitoba;
 - c) Display preference or favouritism with regard to clubs, athletes, or other members
 - d) Upload, post, email, or otherwise transmit:
 - i. Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive or another person’s privacy, or otherwise objectionable;
 - ii. Any material which is designed to cause annoyance, inconvenience, or needless anxiety to others;

- iii. Any material that infringes on the patent, trademark, trade secrets, copyright, or other proprietary right of any other party;
 - iv. Any material that is considered Triathlon Manitoba's confidential information or intellectual property, as per Triathlon Manitoba's *Confidentiality Policy*.
5. Representatives shall refrain from discussing matters related to Triathlon Manitoba or its operations on Representatives' personal social media. Instead, matters related to Triathlon Manitoba or its operations should be handled through more official communication channels (like email) or through Triathlon Manitoba-branded social media.
6. Representatives must engage with social media only in the context(s) described in their contract of employment, volunteer position, or position with Triathlon Manitoba. For example, a Triathlon Manitoba Head Coach shall not represent Triathlon Manitoba in answering a question on Triathlon Manitoba-branded social media that is directed at, and better addressed in more official communication channels by, Triathlon Manitoba's Treasurer.
7. Representatives shall use their best judgment to respond to controversial or negative content posted by other people on Triathlon Manitoba-branded social media. In some cases, deletion of the material may be the most prudent action. In other cases, responding publicly may be preferred. If a Representative questions the correct action to take, the Representative shall consult with another Representative who has more decision-making authority at Triathlon Manitoba.
8. Representatives shall use a clear and appropriate writing style.

Triathlon Manitoba Responsibilities

9. Triathlon Manitoba will:
 - a) Ensure that Representatives only use social media in a positive manner when connecting with others;
 - b) Properly vet and understand each social medium before directing Representatives to engage with, or create, Triathlon Manitoba branded social media;
 - c) Host expert training sessions on the topic of social media; in the event that the social media engagement directed by Triathlon Manitoba is unclear or not fully understood;
 - d) Ensure that Representatives balance personal and professional information posted via social media and inform Representatives that a balance is necessary and positive;
 - e) Monitor Representatives' use of social media;

Enforcement

10. Failure to adhere to this Policy may permit discipline in accordance with Triathlon Manitoba's *Discipline and Complaints Policy*, legal recourse, or termination of employment/volunteer position.

References

11. *Discipline and Complaints Policy*
Confidentiality Policy
Code of Conduct and Ethics Policy

History

12. Policy based on Sport Manitoba's October 2016 *Social Media Use Policy* template. Sections 11 and 12 added. Adopted by Board of Directors on February 11, 2019.