

Football Manitoba Social Media Use Policy

“Organization” refers to: Football Manitoba

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) “*Organization-branded social media*” – Official social media engagement by the Organization including the Organization’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 the Organization in the future
 - c) “*Representative*” – All individuals employed by, or engaged in activities on behalf of, the Organization. Representatives include, but are not limited to, staff, administrators, directors and officers of the Organization, committee members, and volunteers.

Purpose

2. The Organization encourages the use of social media by its Representatives to enhance effective internal communication, build the Organization brand, and interact with members. Since there is so much ambiguity in the use of social media, the Organization has created 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. Organization Representatives will not:
 - a) Use social media for the purpose of fraud or any other activity that contravenes the laws of Canada, the Organization’s *Code of Conduct and Ethics*, or any other applicable jurisdiction
 - b) Impersonate any other person or misrepresent their identity, role, or position with the Organization
 - 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 the Organization's confidential information or intellectual property, as per the Organization's *Confidentiality Policy*
5. Representatives shall refrain from discussing matters related to the Organization or its operations on Representatives' personal social media. Instead, matters related to the Organization or its operations should be handled through more official communication channels (like email) or through the Organization-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 the Organization. For example, an Organization Head Coach shall not represent the Organization in answering a question on the Organization-branded social media that is directed at, and better addressed in more official communication channels by, the Organization's Treasurer.
7. Representatives shall use their best judgment to respond to controversial or negative content posted by other people on the Organization-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 the Organization.
8. Representatives shall use a clear and appropriate writing style.

Organization Responsibilities

9. The Organization 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, the Organization-branded social media
 - c) Host expert training sessions on the topic of social media; in the event that the social media engagement directed by the Organization 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 the Organization's *Discipline and Complaints Policy*, legal recourse, or termination of employment/volunteer position.