

Waterloo Region Minor Football – Social Media Use Policy

“WRMF” refers to: Waterloo Region Minor Football

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

PURPOSE

2. WRMF encourages the use of social media by its Representatives to enhance effective internal communication, build the WRMF brand, and interact with members as well as individual teams. Since there is so much ambiguity in the use of social media, WRMF 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. WRMF Representatives will not:
 - a) Use social media for the purpose of fraud or any other activity that contravenes the laws of Canada, WRMF’s *Code of Conduct and Ethics*, or any other applicable jurisdiction
 - b) Impersonate any other person or misrepresent their identity, role, or position with WRMF
 - c) Display preference or favouritism with regard to WRMF for other clubs, athletes, or 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 WRMF’s confidential information or intellectual property, as per WRMF’s *Confidentiality Policy*.

5. Representatives shall refrain from discussing matters related to WRMF or its operations on Representatives' personal social media. Instead, matters related to WRMF or its operations should be handled through more official communication channels (like email) or through WRMF-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 WRMF. For example, a WRMF Head Coach shall not represent WRMF in answering a question on WRMF-branded social media or team pages that is directed at, and better addressed in more official communication channels by, WRMF's Communications Director.
7. Representatives shall use their best judgment to respond to controversial or negative content posted by other people on WRMF-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 the WRMF Communications Director .
8. Representatives for each team will include the Board Director responsible for Rep or House league football operations for administrative oversight and shall provide log in credentials.
9. Representatives for each team shall deactivate all team social media pages within two weeks following the current football season.
10. Representatives shall use a clear and appropriate writing style.

WRMF's RESPONSIBILITIES

11. WRMF 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, WRMF-branded social media
 - c) Have available training materials on the topic of social media; in the event that the social media engagement directed by WRMF 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 via administrator rights and/or access.

ENFORCEMENT

12. Failure to adhere to this Policy may permit discipline in accordance with WRMF's *Discipline and Complaints Policy*, legal recourse, or loss of access to all WRMF approved team social mediums and/or termination of volunteer position.