

Ontario Council of Shooters

Social Media Policy

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 and Twitter.
 - b) *“Individual”* – National Participants as defined in the Ontario Council of Shooters Bylaws, as well as all individuals employed by or engaged in activities with Ontario Council of Shooters, 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 Ontario Council of Shooters to oversee management and administration of complaints.

Preamble

2. Ontario Council of Shooters and Member Organizations (hereinafter referred as “Ontario Council of Shooters”) encourages individuals to engage with social media but cautions that such engagement must meet the standard of conduct and behaviour outlined by Ontario Council of Shooters’ Code of Conduct. Conduct and behaviour falling short of this standard may be subject to Ontario Council of Shooters’ Discipline and Complaints Policy.
3. In particular, athletes who engage with social media must understand that, though they are representative of Ontario Council of Shooters, they do not represent Ontario Council of Shooters. It should be clear to persons following an athlete’s social media activity that the athlete is not speaking on behalf of Ontario Council of Shooters.

Application

4. This Policy applies to all Individuals as defined in the Definitions.

Conduct and Behaviour

5. Per the Ontario Council of Shooters Discipline and Complaints Policy and Code of Conduct, 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 Ontario Council of Shooters, or at other persons connected with Ontario Council of Shooters.

- b) Posting a picture, altered picture, or video on social medium that is harmful, disrespectful, insulting, or otherwise offensive, and that is directed at an Individual, at Ontario Council of Shooters, or at other persons connected with Ontario Council of Shooters.
 - 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 Ontario Council of Shooters, its stakeholders, or its reputation.
 - 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 and/or participating in any negative or disparaging remarks or commentary relating to race, creed, gender, religion, hate mongering, etc. as outlined in the Human Rights Act.
6. All conduct and behaviour occurring on social media may be subject to the Ontario Council of Shooters Discipline and Complaints Policy at the discretion of the Case Manager.

Individuals Responsibilities

- 7. Individuals acknowledge that their social media activity may be viewed by anyone; including Ontario Council of Shooters and the Individual's provincial associations or local clubs.
- 8. If the Ontario Council of Shooters 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 the Ontario Council of Shooters to cease this engagement.
- 9. When using social media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with Ontario Council of Shooters.
- 10. Removing content from social media after it has been posted, (either publicly or privately) does not excuse the Individual from being subject to the Ontario Council of Shooters Discipline and Complaints Policy.
- 11. A person who believes that an Individual's social media activity is inappropriate or may violate Ontario Council of Shooters policies and procedures should report the matter to Ontario Council of Shooters in the manner outlined by the Ontario Council of Shooters Discipline and Complaints Policy.

Acknowledgement

The Ontario Council of Shooters would like to thank Canada Basketball in the development of the Ontario Council of Shooters' Social Media Policy.

Approval

This policy was approved by the Ontario Council of Shooters Board of Directors on October 28th, 2017.