

<b>Policy Name:</b> Social Media Use Policy	<b>Date of Approval:</b> January 18 <sup>th</sup> , 2023	<b>Activation Date:</b> January 19 <sup>th</sup> , 2023
<b>Approved By:</b> Board of Directors	<b>Version:</b> 2023.1	<b>Replacing Previous Version:</b> N/A
<b>Review Cycle:</b> 3 Years or as required		

## 1.1 Definitions

- a) The following terms have these meanings in this policy:
- i. *“Social media”* – The catch-all term that is applied broadly to new computer-mediated communication media such as but not limited to blogs, YouTube, Facebook, Instagram, Tumblr, Tik Tok, Snapchat, and Twitter.
  - ii. *“Manitoba Gymnastics Association-branded social media”* – Official social media engagement by the Manitoba Gymnastics Association (MGA) including the MGA’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 MGA in the future.
  - iii. *“Representative”* – All individuals employed by, or engaged in activities on behalf of the MGA. Representatives include, but are not limited to, staff, Board of Directors of the MGA, elected committee members, and volunteers.
  - iv. *“Member”* – All registered members of the MGA.

## 1.2 Purpose

- a) The MGA encourages the use of social media by its representatives to enhance effective internal communication, build the MGA brand, and interact with members. Since there is so much ambiguity in the use of social media, the MGA has created this policy to set boundaries and standards for representatives’ social media use. It applies to all representatives.

## 1.3 Representatives’ Responsibilities

- a) MGA Representatives will not:
- i. Use social media for the purpose of fraud or any other activity that contravenes the laws of Canada, the MGA’s *Code of Conduct and Ethics*, or any other applicable jurisdiction.
  - ii. Impersonate any other person or misrepresent their identity, role, or position with the MGA.
  - iii. Display preference or favoritism with regards to clubs, athletes, or other members.
  - iv. Upload, post, email, or otherwise transmit.
    1. Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive or another person’s privacy, or otherwise objectionable.
    2. Any material that infringes on the patent, trademark, trade secrets, copyright, or other proprietary right of any other party.

3. Any material that is considered the MGA's confidential information or intellectual property, as per the MGA's *Confidentiality Policy*.
- b) Representatives shall refrain from discussing matters related to the MGA or its operations on representatives' personal social media. Instead, matters related to the MGA or its operations should be handled through more official communication channels such as but not limited to email, or through the MGA-branded social media.
  - c) Representatives must engage with social media only in the context(s) described in their contract of employment, volunteer position, or position with the MGA.
  - d) Representatives shall use their best judgment to respond to controversial or negative content posted by other people on the MGA-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 MGA.
  - e) Representatives shall use a clear and appropriate writing style.

#### 1.4 MGA Responsibilities

- a) The MGA will:
  - i. Ensure that Representatives only use social media in a positive manner when connecting with others and promoting the sport.
  - ii. Properly vet and understand each social medium before directing representatives to engage with, or create, the MGA-branded social media.
  - iii. Ensure that Representatives balance personal and professional information posted via social media and inform representatives that a balance is necessary and positive.
  - iv. Monitor Representatives' use of social media.

#### 1.5 MGA Member Responsibilities

- a) Registered Members will:
  - i. Adhere to the MGA Code of Conduct during social media usage related to the MGA or MGA sanctioned events or activities.

#### 1.6 Enforcement

- a) Failure to adhere to this policy may permit discipline in accordance with the MGA's *Discipline and Complaints Policy*, legal recourse, or termination of employment/volunteer position.
- b) An individual who believes that another individual's social media activity is inappropriate or may violate the MGA's policies and procedures should report the matter to the MGA in the manner outlined by the MGA's *Discipline and Complaints Policy*.
- c) Removing content from social media after it has been posted (either publicly or privately) does not excuse an individual from being subject to the MGA's *Discipline and Complaints Policy*.