

SOCIAL MEDIA POLICY

DEFINITIONS

1. The following terms have these meanings in this policy:

- a. **Social Media** – The catch-all term that is broadly applied to online communication media such as blogs, YouTube, Facebook, Twitter, Instagram, Tumblr, TikTok, and Snapchat, among others.
- b. **Individual** – Registered participants including but not limited to, athletes, coaches, referees, directors, managers, volunteers, and administrators.
- c. **Active Members** - All categories of membership defined in the Dodgeball Ontario Bylaws.

POLICY STATEMENT

2. Dodgeball Ontario recognizes that Social Media, used in a responsible manner, represents one of the best communications tools for a rapidly growing number of athletes, coaches, referees and staff.

PURPOSE

3. This policy provides Active Members and Individuals with guidelines for the responsible use of social media.

SCOPE AND APPLICATION

4. This policy applies to all Active Members and Individuals as identified above.

5. Conduct and behaviour falling short of the standard outlined in this policy and Dodgeball Ontario's Code of Conduct may be subject to discipline.

6. All conduct and behaviour occurring on Social Media may be subject to sanction under the Dodgeball Ontario Discipline Policy.

7. A person who believes that an Individual's Social Media activity is inappropriate or may violate Dodgeball Ontario's policies and procedures should report the matter to Dodgeball Ontario's Board of Directors.

PROVISIONS

8. Given the nature of Social Media, as a continually developing communication sphere, Dodgeball Ontario trusts its athletes, coaches, and referees to use their best judgement when interacting with others through Social Media.

9. Dodgeball Ontario encourages Individuals to engage with Social Media, but cautions that such engagement must meet the standard of conduct and behaviour outlined in Dodgeball Ontario's Code of Conduct.

10. Dodgeball Ontario supports and encourages the rights to freedom of speech, expression and association; including the use of social networks. Nevertheless, as representatives of Dodgeball Ontario, individuals are held to a higher standard and may be viewed as public role models.

11. Individuals are encouraged to embrace Social Media while following these guidelines:

a. Understand that Individuals represent Dodgeball Ontario and their teams. There are no "off hours" when it comes to Social Media.

b. Accept that everything posted is on the record and very public. The ability to share Social Media communications is very powerful and anything sent to a few can be shared with many thousands in a matter of seconds.

c. Choose your language and message wisely.

12. Individuals acknowledge that their Social Media may be viewed by anyone; including but not limited to Dodgeball Ontario, individuals, and sponsors.

13. Inappropriate material found by third parties affects the third parties' perception of the Individual, their team or organization, and Dodgeball Ontario and its programs. This can also be detrimental to an Individual's future, including future professional employment.

14. When using Social Media, an individual must model appropriate behaviour befitting the Individual's role and status in connection with Dodgeball Ontario.

15. The following Social Media conduct may be considered a minor or major infraction, at the discretion of Dodgeball Ontario:

- a. Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at another person or group of people.
- b. Posting a picture, altered picture, or video on a social media medium that is harmful, disrespectful, insulting, or otherwise offensive.
- c. Creating or contributing to an online group, webpage, blog, or online forum devoted solely, or in part, to promoting negative or disparaging remarks or commentary about Dodgeball Ontario, its stakeholders, or its reputation.
- d. Any instance of bullying or harassment between an Individual and another person.
- e. Appearing in a video, photo or graphic deemed inappropriate or offensive while wearing an official Team Ontario uniform or at a Dodgeball Ontario event.

COMMUNICATIONS

16. This policy must be effectively communicated to those who will be responsible for upholding the policy, as well as to those who will be responsible for its implementation.

APPROVAL AND REVIEW

17. This policy was approved by the Dodgeball Ontario Board of Directors in July 2020 and will be reviewed annually.