



Policy title:	<b>Social Media Policy</b>	Policy No: <b>SSO 1-18</b>
Approval authority:	Board of Directors	
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Related documents:	<i>SSO Code of Conduct &amp; Ethics (including Harassment Policy)</i> <i>SSO Confidentiality Policy</i> <i>SSO Discipline &amp; Complaint's Policy</i> <i>SSO Privacy Policy</i>	
		Pages: 3

### Definitions

In this Policy:

1. “*Members*” mean The Regional Training Centre, Ontario and any Competitive, Recreational, Scholastic, University synchronized swimming club or Trillium awards program provider registered with SSO;
2. “*Officials*” means all judges, including practice judges, referees and scorers;
3. “*Minor athletes*” means athletes under 18 years of age;
4. “*Parents*” means parents or guardians;
5. “*SSO*” means Synchro Swim Ontario; and
6. “*SSO Participants*” means all persons engaged in any paid or volunteer capacity with SSO or otherwise under the jurisdiction of SSO.

### Purpose

The purpose of this Policy is to contribute to a safe and positive sport environment by encouraging SSO Participants to act in a responsible manner in relation to social media and any information and resources communicated and shared on blogs and over social networking sites including Facebook, Twitter, Instagram, Google+ and YouTube.

### Application of This Policy

This Policy applies to all SSO Participants including:

1. All SSO Members or Registrants;
2. SSO directors, officers, committee members and volunteers;
3. SSO employees and persons under contract with SSO;
4. All athletes eligible for selection to, or forming part of, any team or routine participating in competitions, events or activities over which SSO has jurisdiction; and
5. All persons working with those teams or athletes, including coaches and other support persons.



## **Responsibilities**

Every time we communicate, whether in person or on social media, we shape public opinion about ourselves, our team, our club, SSO and the sport of synchronized swimming in general. Common sense is the best guide if you decide to share information in any way involving SSO or potentially impacting the reputation of our sport. If you are unsure about any particular posting, please contact the SSO office for guidance.

SSO Participants will:

1. Acquaint themselves with SSO's mission, vision, values and policies and behave accordingly;
2. Act in a responsible manner in relation to the content of personal websites and information communicated and shared on blogs and over social networking sites;
3. Protect their privacy and take care to understand the social media site's privacy settings and terms of service;
4. Take reasonable steps to secure confidential and personal information (as defined in the SSO Confidentiality and Privacy policies) and to not disclose such information;
5. Ensure that all content is appropriate for viewing by minor athletes;
6. Refrain from posting images or content related to alcohol, tobacco or drug use; and
7. Keep their posts positive and not engage in bullying or negative or critical conversations online.

## **Specific Behaviour Expectations and Standards**

In addition to the above, there are certain behaviour expectations and standards that apply to specific categories of SSO Participants, as follows:

### **Members**

Member websites, blogs and social media accounts are seen as extensions of SSO and must reflect SSO's mission, vision and values. Members will:

1. Conduct themselves with integrity and in a manner that is consistent with SSO values of:
  - Excellence
  - Empowerment
  - Health and wellbeing
  - Sport for life;
2. Establish their own Social Media Policy consistent with the responsibilities described above;
3. Avoid posting information such as full results that includes the names of athletes outside their club; and
4. Obtain consent for the use of photographs, film or video footage and recorded comments from all new and returning athletes or, for minor athletes, their parents.



### **Coaches, Officials and Employees**

Coaches, officials, employees and persons under contract with SSO will:

1. Maintain a clear distinction between their personal and professional social media use. Coaches, officials and employees are encouraged to have two separate accounts for these purposes;
2. Maintain professional boundaries with athletes and refrain from interacting with minor athletes on social media other than through a distinct professional account;
3. Ensure all online dialogue and interactions with minor athletes are for synchro-related purposes only; and
4. Avoid endorsing or posting information about an athlete, coach or other SSO Participant or Member that may suggest a preferential relationship or give the appearance of a conflict of interest.

### **Discipline**

Failure to abide by this Policy may result in disciplinary action in accordance with SSO's *Discipline and Complaint's Policy*.