

FEDERATION OF BROOMBALL ASSOCIATIONS OF ONTARIO



• APPENDIX K • SOCIAL MEDIA POLICY

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Appendix K – Social Media Policy

As of October 2019

AK1.0 INTRODUCTION

- AK1.1 For the purpose of this Social Media Policy, the policy will encompass public communications through all social media platforms that allow users to communicate online.
- AK1.2 The policy will be applicable to all members of the Federation of Broomball Associations of Ontario (F.B.A.O.) Community, including Executive Officers, Board of Directors, Officials' Committee Chairperson, Coaching Committee Chairperson, Discipline Chairperson, Major & Minor Officials, Team Officials, players, players' family members and supporters, volunteers, and facility staff. The F.B.A.O. recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. The F.B.A.O. also respects the right of all teams and association personnel to express their views publicly.
- AK1.3 The purpose of this policy is to educate F.B.A.O. members on the risks of social media and to ensure all Teams and Association personnel are aware that conduct deemed to be inappropriate may be subject to disciplinary action by the team, the region, and/or the F.B.A.O.

AK2.0 SOCIAL MEDIA GUIDELINES

- AK2.1 Anyone who participates in social media is held to the same standards as all other forms of media including radio, television and print.
- AK2.2 Comments or remarks of an inappropriate nature which are detrimental to a team, the association, or an individual will not be tolerated and will be subject to disciplinary action.
- AK2.3 It should be recognized that social media is on the record and can be instantly published and available to the public and media.
- AK2.4 Everyone, including the F.B.A.O. and/or league/team personnel, players, and the media can review social media communications. You should conduct yourself in an appropriate and professional manner at all times.

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- AK2.4.1 **Language** – The F.B.A.O. is proud to be an open, inclusive organization. Members of the F.B.A.O. shall refrain from comments or behaviours, which are disrespectful, offensive, abusive, racist or sexist. In particular, behaviour, which constitutes harassment, abuse or bullying, will not be tolerated.
- AK2.4.2 **Be mindful of privacy/confidentiality** – Always lean on the side of caution when sharing the personal information of players, such as full names and contact information. We encourage our associations to share photos and videos, but be aware of the content being shared.
- AK2.4.3 **Respect** – Any concerns or disputes involving a member organization and another team, referee, or the F.B.A.O. should not be dealt with online. Any references or examples of bullying, threats, drug abuse, exploitation, and harassment will not be tolerated. Negative and derogatory comments involving any team, association, league, staff, volunteers, programs, players, or any F.B.A.O. member are considered violations.
- AK2.4.4 **Any retweets/shares could be considered endorsements** – When sharing content created by a third party, you are endorsing that company as having a similar organizational message. Be mindful of the source you are sharing content from.

AK3.0 **SOCIAL MEDIA VIOLATIONS**

- AK3.1 The following are examples of conduct through social media that are considered violations of the F.B.A.O. Social Media Policy and may be subject to disciplinary action by the team, the region, and/or the F.B.A.O.
- AK3.1.1 Any statement deemed to be publicly critical of F.B.A.O. officials or detrimental to the welfare of a member team, the F.B.A.O., or an individual.
- AK3.1.2 Divulging confidential information that may include, but is not limited to the following:
- a) Negative or derogatory comments about teams, regions, and/or F.B.A.O. programs, players, or any member of another team;
 - b) Any form of bullying, harassment, intimidation, or threats against players or officials;
 - c) Photographs, video, or comments promoting negative influences or criminal behaviour, including, but not limited to:
 - i. Drug use;
 - ii. Alcohol abuse;

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- iii. Public intoxication;
 - iv. Hazing;
 - v. Sexual exploitation, etc.; and/or
 - vi. Online activity that contradicts the current policies of the F.B.A.O. or any of its member Associations.
- d) Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with the F.B.A.O Code of Conduct; and/or
- e) Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

AK4.0 DISCIPLINE

AK4.1 All violations of this Policy will be addressed.

AK5.0 SUMMARY

AK5.1 When using social media, each member should assume at all times they are representing the F.B.A.O. All members of the F.B.A.O. should remember to use the same discretion as they do with other traditional forms of media.