

## COMMUNICATIONS & SOCIAL MEDIA POLICY

Electronic communication is essential for sharing and disseminating news and information with our members. Our communication will be timely, appropriate and related to the business of sport.

Triathlon BC will use a range of electronic tools to communicate with its members.

Our communication will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur, and restricts inappropriate and offensive behaviour online, examples of which may include:

- Photos, videos, comments or posters showing the personal use of alcohol, drugs and tobacco.
- Photos, videos, and comments that are of a sexual nature.
- Pictures, videos, comments or posters that condone drug-related activity.
- Content that is unsportsmanlike, derogatory or threatening toward any other individual or entity.
- Information that is sensitive or personal in nature or which is not public information.

The Executive Director or Board Chair will provide accountability and control over material published/released on the website and any related discussion groups or social media website platforms.

### ***Website***

- Triathlon BC website will include current information on competitions, clinics, camps, social events, committees, policies, grants, constitution, rules and by-laws and other relevant, sport-related information.
- No offensive content or photos will be published.
- If Triathlon BC intends to publish a photo of a young athlete, it will first seek permission from his or her guardians and will not publish or provide identifying information.
- Triathlon BC will seek feedback from members to improve the information available on the site or released through social media.

### ***SMS/Text and Email***

Committee members, coaches and team managers may use SMS/text and email to provide information about competition, training, club-sanctioned social events and other sport-related business, however:

- SMS/text messages should be short and restricted to sport related matters. Email communication will be used where more information is required.
- Communication involving children will be directed through their guardians.

### ***Social Media***

- Triathlon BC treats all social media postings, blogs, status updates and tweets as public 'comment'.
- Postings (written, photos or videos) will be family-friendly and feature positive news and events.
- No personal information about members will be disclosed.
- No statements will be made that are misleading, false or likely to injure a person's reputation.
- No statements will be made that might bring an individual, event, club, business or association into disrepute.
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed immediately.

### ***Electronic Communication:***

- Should be restricted to sport matters.
- Must not offend, intimidate, humiliate or bully another person.
- Must not be misleading, false or injure the reputation of another individual, event, club, business or association.
- Should respect and maintain the privacy of members.
- Must not bring the Association into disrepute.

Staff, coaches, managers and others who work with children and young people under 19 years of age must direct electronic communication through the child's guardians.

### ***Non-compliance***

Staff, coaches, managers and others representing Triathlon BC may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member.

Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police. In addition, members who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.