



Excellence, Integrity, Innovation, Collaboration

## SOCIAL MEDIA USE POLICY

*The Social Media Use Policy is a separate document from the Social Media Guidelines for Coaches and Athletes*

### Definitions

1. The following terms have these meanings in this Policy:
  - a) “*Social media*” – The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, YouTube, Facebook, and Twitter
  - b) “*Swim Alberta-branded social media*” – Official social media engagement by Swim Alberta including Swim Alberta’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 Swim Alberta in the future
  - c) “*Representative*” – All individuals employed by, or engaged in activities on behalf of, Swim Alberta. Representatives include, but are not limited to, staff, administrators, committee members, directors and officers of Swim Alberta, and volunteers.

### Purpose

2. Swim Alberta encourages the use of social media by its Representatives to enhance effective internal communication, build the Swim Alberta brand, and interact with members. Since there is so much ambiguity in the use of social media, Swim Alberta has created this policy to set boundaries and standards for Representatives’ social media use.

### Application of this Policy

3. This Policy applies to all Representatives.

### Representatives’ Responsibilities

4. Swim Alberta Representatives will not:
  - a) Use social media for the purpose of fraud or any other activity that contravenes the laws of Canada, Swim Alberta’s *Code of Conduct and Ethics*, or any other applicable jurisdiction
  - b) Impersonate any other person or misrepresent their identity, role, or position with Swim Alberta
  - c) Display preference or favouritism with regard to clubs, athletes, or other members
  - d) Upload, post, email, or otherwise transmit:
    - i. Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive or another person’s privacy, or otherwise objectionable
    - ii. Any material which is designed to cause annoyance, inconvenience, or needless anxiety to others
    - iii. Any material that infringes on the patent, trademark, trade secrets, copyright, or other proprietary right of any other party
    - iv. Any material that is considered Swim Alberta’s confidential information or intellectual property, as per Swim Alberta’s *Confidentiality Policy*
5. Representatives shall refrain from discussing matters related to Swim Alberta or its operations on Representatives’ personal social media. Instead, matters related to Swim Alberta or its operations should be

handled through more official communication channels (like email) or through Swim Alberta-branded social media.

6. Representatives must engage with social media only in the context(s) described in their contract of employment, volunteer position, or position with Swim Alberta. For example, Swim Alberta's Technical Director shall not represent Swim Alberta in answering a question on Swim Alberta-branded social media that is directed at, and better addressed in more official communication channels by, Swim Alberta's Audit and Finance Committee.
7. Representatives shall use their best judgment to respond to controversial or negative content posted by other people on Swim Alberta-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 Swim Alberta.
8. Representatives shall use a clear and appropriate writing style.

### **Swim Alberta's Responsibilities**

9. Swim Alberta will:
  - a) Ensure that Representatives only use social media in a positive manner when connecting with others
  - b) Properly vet and understand each social medium before directing Representatives to engage with, or create, Swim Alberta-branded social media
  - c) Host expert training sessions on the topic of social media; in the event that the social media engagement directed by Swim Alberta is unclear or not fully understood
  - d) Ensure that Representatives balance personal and professional information posted via social media and inform Representatives that a balance is necessary and positive
  - e) Monitor Representatives' use of social media

### **Enforcement**

10. Failure to adhere to this Policy may permit discipline in accordance with Swim Alberta's *Discipline and Complaints Policy*, legal recourse, or termination of employment/volunteer position.