



## A.B.A.M. INTERNAL SOCIAL MEDIA USE POLICY

### 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) *“Branded social media”* – Official social media engagement by the Organization including the Organization’s Facebook page(s), Twitter feed, photo sharing accounts, YouTube channels, blogs, message boards, or other social media engagement; both those that exist currently and those that will be created by the Organization in the future
  - c) *“Representative”* – All individuals employed by, or engaged in activities on behalf of, the Organization. Representatives include, but are not limited to, staff members, contract personnel, volunteers, medical personnel, researchers, administrators, committee members, and directors and officers of the Organization
  - d) *“Organization”* – Archers and Bowhunters Association of Manitoba

### Purpose

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

### Application of this Policy

3. This Policy applies to all Representatives.

### Representatives’ Responsibilities

4. In their capacity as an Organization representative, Organization Representatives will not:
  - a) Use social media for the purpose of fraud or any other activity that contravenes the laws of Canada, the Organization’s *Code of Conduct*, or any other applicable jurisdiction
  - b) Impersonate any other person or misrepresent their identity, role, or position with the Organization
  - c) Display preference or favouritism with regard to athletes, coaches, or other individuals associated with the Organization
  - 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 Organization's confidential information or intellectual property, per the Organization's *Privacy Policy*.
5. Representatives shall refrain from discussing matters related to the Organization or its operations on Representatives' personal social media. Instead, matters related to the Organization or its operations should be handled through more official communication channels (like email) or through the Organization-branded social media.
6. Representatives shall use their best judgment to respond to controversial or negative content posted by other people on the Organization-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 the Organization.
7. Representatives shall use a clear and appropriate writing style.
8. Representatives must use their best judgement when using their personal social media to interact with athletes, parents/guardians of athletes, coaches, and other individuals affiliated with the Organization. The Organization does not prescribe social media rules for Representatives' personal social media use but instead trusts and encourages Representatives to develop their own personal social media strategy (informed by Organization's *Code of Conduct and Ethics*) for communication.
9. Representatives who create external websites, Facebook pages, or other social media related to the Organization activities must abide by the following conditions:
  - a) Must follow **Section 4** of this Policy when posting material
  - b) Must obtain consent (per Organization's *Privacy Policy*) before posting personal information (as defined in the Organization's *Privacy Policy*) or pictures of athletes or other individuals
  - c) Must contain a hyperlink to the Organization website

### **Organization Responsibilities**

10. The Organization will:
  - a) Ensure that Representatives only use the Organization-branded 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, Organization-branded social media
  - c) Monitor Representatives' use of the Organization-branded social media

### **Enforcement**

11. Failure to adhere to this Policy may permit discipline in accordance with the Organization's *code of conduct & Appeals Policy* legal recourse, or termination of the employment/volunteer position.