



# Archery Canada - Social Media Policy

Approved by the Board of Directors, January 23, 2016

## 1) Definitions:

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Archery Canada:	The brand and operating name of the officially registered and incorporated organization formally known as the Federation of Canadian Archers Inc. (FCA).
Branded Social Media	Official social media engagement by Archery Canada, including the organization's Facebook page, Twitter feed, or other social media engagement; both those that exist currently and those that will be created by the organization in the future.
Conduct:	The manner in which a person behaves, especially on a particular occasion or in a particular context.
Defamation	This occurs when one party causes harm to another party's reputation by spreading false information about that person or entity. In general, defamation that appears temporarily (as unrecorded speech or in a live broadcast) is called slander, and defamation that appears permanently (in a book or on a website) is called libel.
Designated Individual:	Means any person chosen by Archery Canada or a Registrant to officially make 'posts' to any variety of social media platforms.
Disparage:	To criticize someone or entity in a way that shows you do not respect or value them or the entity. <sup>1</sup>
Ethics:	Moral principles that govern a person's behaviour and an organization's professional conduct.
Fair Comment:	Refers to the legal privilege everyone has to criticize and comment on matters of public interest, provided, facts are stated truly and without malice, that expressed opinions are honest and any provided criticism made imputes no corrupt or dishonorable motive not reasonably

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<sup>1</sup>Cambridge Dictionary. <http://dictionary.cambridge.org/dictionary/english/disparage>

warranted by the facts, notwithstanding that such criticism may be voiced in a style calculated to attract attention and to entertain and may involve some exaggeration, humour, or irony.<sup>2</sup>

Flames/Flaming	Flaming is the act of posting or sending offensive messages over the Internet. These messages, called "flames," may be posted within online discussion forums or newsgroups, public posting/comments or sent via e-mail or instant messaging programs.
Member:	The organization recognized by Archery Canada as the sole governing body for the sport of archery in each Province or Territory of Canada.
Policy:	Means the Social Media Policy as set out below in this document.
Registrants:	Those individuals who participate in the activities of Archery Canada. Registrants include athletes, coaches, officials, administrators, volunteers, directors, officers, committee members and individuals recognized previously by the Corporation as Honorary and Life Members. In all cases, such individuals are registered with an archery club, a Member or with the Corporation directly (in cases where the Registrant is a Canadian living abroad). The term Registrant is also taken to mean archery clubs that are registered with the Corporation's Members. Registrants are not members of the Corporation, but may be charged registration fees in order to participate in the programs and activities of the Corporation.
Representative:	All individuals employed by, or engaged in volunteer activities on behalf of Archery Canada. 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.
Social Media:	The catch-all term that is applied broadly to online activity including, but not limited to, social, professional and multi-media networks and live-blogging tools. It includes, but is not limited to, platforms such as: YouTube, Facebook, Instagram, Tumblr, and Twitter, the Archery Canada Facebook page, the Archery Canada Twitter account, and other associated Archery Canada media accounts.

## 2) Objective of the Social Media Policy

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- 2.1. The objective of the Archery Canada Social Media Policy is to provide directives for the appropriate use of social media by Registrants (individuals and clubs), Representatives and the Provincial/Territorial Members. It includes, but is not limited to, social media activities

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<sup>2</sup>Merriam-Webster Dictionary. <http://www.merriam-webster.com/dictionary/fair%20comment>

such as posts, Likes, shares and Tweets initiated by an individual, as well as re-tweeting or re-posting someone else's comment(s) and/or content(s) to one's own social media account.

- 2.2. All Registrants, by demonstrating leadership and good judgement, have a shared responsibility and accountability to implement and enforce this Policy.

### 3) Applications of the Social Media Policy

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- 3.1. This Social Media Policy is meant to cover existing and future emergent online tools and network options. Social media takes many different forms. It includes, but is not limited to, activities such as:
  - Hosting or posting to a blog
  - Tweeting or Re-Tweeting on Twitter
  - Posts and/or Likes on Facebook, on your site or others
  - Creating a LinkedIn Profile
  - Uploading a video to YouTube or Vimeo
  - Sharing an image on Flickr
  - Instagram
  - Tumblr
  - Sharing your location on Foursquare or the like
  - Participating in an online poll
  - Posting a review or rating a product
- 3.2. This policy covers social media actions that fall within Archery Canada's organizational jurisdiction and includes, but is not restricted to, protection of: individuals, the Archery Canada brand, the sport profile, and relationships with sponsors and funding partners.
- 3.3. Archery Canada recognizes that social media can be used for organizational purposes to increase communication between and among its Registrants, Provincial/Territorial Members and partners, as well as for advancing the promotion and positive profile of the sport of Archery and athletes, to a large audience.
- 3.4. Archery Canada actively encourages and supports Registrants, Representatives and the Provincial/Territorial Members taking part in social media to share their positive experiences. For Registrants, it is also a great opportunity to raise the profile of the sport of Archery and help them connect with fans, supporters and sponsors of the sport.
- 3.5. All postings made to social media are treated as 'public,' comparable to comments or actions in a public forum or in front of a camera or microphone.
- 3.6. Archery Canada recognizes the importance of online conversation and respects the right to freedom of speech and the use of social media for personal purposes.

- 3.7. Registrants are not permitted to disparage others publically using social media; however, they are permitted to make fair comment for the purposes of expressing opinion and factually based criticism of Archery Canada's policies and actions.<sup>3</sup>

## 4) Archery Canada Organizational Representatives

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- 4.1. Representatives shall use a clear and appropriate writing style.
- 4.2. Representatives shall refrain from discussing matters related to the operations of Archery Canada on Registrants personal social media. Instead, matters related to Archery Canada or its operations should be handled through more official communication channels (like email) or through the branded social media.
- 4.3. Representatives shall use their best judgment to respond to controversial or negative content posted by other people on the Archery Canada branded social media. In some cases, deletion or requesting deletion by Registrants responsible for posting 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 social media experience and/or decision-making authority.
- 4.4. Representatives must use their best judgement when using their personal social media to interact with Registrants, be they athletes, parents/guardians of athletes, coaches, and other individuals affiliated with Archery Canada.
- 4.5. In their capacity of representing Archery Canada, Representatives will not:
  - a. Use social media for the purpose of fraud or any other activity that contravenes the laws of Canada, Archery Canada's Code of Conduct and Ethics, or any other applicable policy, bylaws, etc.;
  - b. Impersonate any other person or misrepresent their identity, role, or position with Archery Canada;
  - 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 of another person's privacy, or otherwise objectionable, (i.e., Flames/Flaming, etc.);
    - 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;

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<sup>3</sup>The Future of Athlete Agreements in Canada. AthletesCan and Sport Solutions. 2015

- iv. Any material that is considered confidential information or intellectual property of Archery Canada. (See Section 6 of the Harassment and Abuse Policy for additional information on cyber-bullying and cyber-harassment.)
- 4.6. Representatives who create external websites, Facebook pages, or other social media related to activities associated with Archery Canada must abide by the following conditions:
- a. Must follow Section 4.5 of this Policy when posting material;
  - b. Must obtain explicit and written consent before posting personal information or pictures of athletes or other individuals;
  - c. Must contain a hyperlink to Archery Canada's website.

## 5) Archery Canada Organizational Responsibilities

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- 5.1. Archery Canada will:
- a. Ensure that Representatives only use the Archery Canada 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, Archery Canada branded social media;
  - c. Monitor Representatives' use of the Archery Canada branded social media.

## 6) Conduct and Behaviour

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- 6.1. Registrants, Representatives and the Provincial/Territorial Members are expected to conduct themselves at all times in a manner consistent with the values of Archery Canada indicated in the Code of Conduct and Ethics. Irresponsible social media behaviour by members can do severe damage to the organization of Archery Canada and to the sport of archery.
- 6.2. Registrants and Representatives must be aware that their use of social media may be monitored by Archery Canada or by the Provincial/Territorial Member organizations.
- 6.3. Conduct that violates the Social Media Policy may be subject to sanctions pursuant to Archery Canada's Complaint and Disciplinary Policy.
- 6.4. Archery Canada expects a high standard of appropriate behaviour when Registrants and Representatives are using social media, and they are expected to:
- a. Use casual, respectful and friendly language, and never say anything online that they would not say in front of individuals to whom they respect;
  - b. Be truthful, and in the case of an inadvertent mistake, make every effort to correct the mistake as soon as possible;
  - c. The use of profanity, abusive, harassing and/or hateful language is explicitly prohibited;
  - d. Refrain from venting frustrations about an event or decisions or actions by other Registrants;

- e. Understand and recognize that what is posted on social media, even in a private form, for all purposes, becomes a permanent public record;
- f. Understand that it is not productive to get into an argument with anyone online or via social media; and
- g. Understand that Archery Canada relies on volunteer efforts and to be respectful of this and show appreciation when appropriate and avoid public criticism at all times. Constructive criticism is welcome if you direct your comments via the appropriate channels.

## 7) Archery Canada Does Not Condone Any Messages That:

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- a. May constitute or condone harassment of any kind, discrimination or violence;
- b. Are hurtful, malicious, degrading or otherwise offensive to an individual or group of individuals;
- c. Are damaging to our brand and/or relationships with our stakeholders and funding partners;
- d. Divulge confidential or proprietary information that belongs to Archery Canada; or
- e. Fail to respect the privacy of others by disclosing personal information without requisite consent.

## 8) Determination of Infractions

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- 8.1. The following social media conduct may be considered minor or major infractions at the discretion of the Executive Director or Vice President Finance & Administration, along with a peer of the person having committed the infraction, and taking into consideration whether this is a first or repeated offense, and the degree of harm to another person and/or Archery Canada:
- a. Posting a disrespectful, disparaging, hateful, insulting, harmful or similarly negative comment on social media (e.g.: a personal blog, in a Facebook post or note, or as a Tweet on Twitter, etc.), beyond what the majority of persons would consider fair comment for the purposes of expressing opinion and factually based criticism, and that is directed at Stakeholders, Registrants, Archery Canada volunteers or staff, or at other persons connected with the Archery Canada organization.
  - b. Creating or contributing to a forum on social media (e.g.: Facebook group, webpage, blog, or Twitter, etc.), devoted solely or in part to promoting negative or disparaging remarks or commentary, and which is opinion that is not factually based criticism, about the Archery Canada organization, or its reputation.
  - c. Posting a picture, altered picture, or video on social medium (e.g.: Facebook, Tumblr, Twitter, YouTube, etc.), that is harmful, disrespectful, insulting, or similarly offensive, and that is directed at Stakeholders, Registrants, Archery Canada

volunteers or staff, or at other persons connected with the Archery Canada organization.

- d. Any instance of cyber-bullying or cyber-harassment between one Registrant and another Registrant where incidents of cyber-bullying and cyber-harassment can include but are not limited to the following conduct on any social medium, via text-message, or via email: regular insults, negative comments, vexatious behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour. (See Section 6 of the Harassment and Abuse Policy for additional information on cyber-bullying and cyber-harassment.)
  - e. Using a false profile to act or represent themselves as any other person, other than the Registrant themselves.
- 8.2. Removing content from social media after it has been posted, (either publicly or privately) does not excuse the Registrant from being subject to the Code of Conduct and Ethics, and Complaint and Disciplinary Policy.
- 8.3. Any individual who believes that the social media use by another Registrant or Representative is inappropriate or may violate Archery Canada's policies and procedures should report the matter in the manner outlined by the Code of Conduct and Ethics and Complaint and Disciplinary Policy.

## 9) Imposing Disciplinary Sanctions

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- 9.1. An individual that uses social media irresponsibly or disrespectfully in a manner that may bring Archery Canada into disrepute and/or is contrary to the standards of conduct for messaging and posting set above will be subject to discipline as outlined in the Complaint and Disciplinary Policy.
- 9.2. Indiscretions through social media are subject to the same discipline if an individual made similar damaging comments or actions in a public forum or in front of a camera or microphone.
- 9.3. Disciplinary sanctions will reflect the severity of the infraction. Minor infractions are single, largely unintentional breaches of this policy that generally do not result in harm to individuals and/or Archery Canada. Major infractions are either single breaches of significance or repeated multiple breaches which violate any of the Social Media or Code of Conduct and Ethics Policy, and that result, or have the potential to result, in harm to individuals and/or Archery Canada.
- 9.4. Any individual may appeal the decision and disciplinary sanctions by following the processes outlined in the Archery Canada Appeals Policy.
- 9.5. Disciplinary sanctions imposed internally by Archery Canada do not preclude legal action that may be taken against an individual using social media irresponsibly.

## 10) Jurisdiction

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This policy shall be governed and construed in accordance with the laws of the Province of Ontario.

## 11) Review and Approval

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- 11.1. The Archery Canada Board of Directors and Executive Director shall review this policy every four (4) years on the Summer Olympic/Paralympic Games cycle.

Approved: January 23, 2016

Review: 2020

Revision Approved: TBD

## 12) Additional Relevant Policies:

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- Archery Canada Appeal Policy
- Archery Canada Alternative Dispute Resolution Policy
- Archery Canada Athlete Agreement
- Archery Canada Code of Conduct and Ethics
- Archery Canada Complaint and Disciplinary Policy
- Archery Canada Equity and Inclusion Policy
- Archery Canada Harassment and Abuse Policy
- Archery Canada Conflict of Interest Policy
- Archery Canada Privacy Policy



## ANNEX

The information within this Annex are not intended as hard and fast rules or behavioural laws, but rather ideas that will inform users' best judgment.

Organizations and individuals are frequently learning that posting something on the internet via social media ensures the near-permanent existence of that material. For example, a tweet posted 2 years ago can be easily found by an intrepid researcher. A picture that is posted on Facebook never really goes away, even if it is immediately removed. These reasons underscore why individuals and organizations need to be especially careful about the use of social media.

### Athletes

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The following information should be used by athletes to develop a personal strategy for social media use:

- i. Set privacy settings to restrict who can search for you and what private information other people can see;
- ii. Coaches, teammates, officials, or opposing competitors may all add you to Facebook or follow you on Twitter. Do not feel pressure to join a fan page on Facebook or follow a Twitter feed. You are not required to follow anyone or be Facebook friends with anyone;
- iii. If you feel harassed by someone in a social medium, report it to Archery Canada;
- iv. Content posted on Twitter and Facebook, irrespective of your privacy settings, is considered public. In most cases, you do not have a reasonable expectation of privacy for any material that you post;
- v. Avoid posting pictures of, or alluding to, participation in illegal activity such as: speeding, physical assault, harassment, drinking alcohol (regardless if of age or underage), and taking recreational drugs (e.g., smoking marijuana);
- vi. Never misrepresent yourself by using a fake name or fake profile;
- vii. Model appropriate behaviour in social media befitting your status as an elite athlete, representing Canada as a Registrant of Archery Canada;
- viii. As a Registrant of Archery Canada, you have agreed to abide by the Archery Canada Code of Conduct and Ethics and you must follow that Code when you post material and interact with other people through social media; and
- ix. Be aware that your public Facebook page or Twitter feed may be monitored by your club, coach, or by Archery Canada and content or behaviour demonstrated in social media may be subject to sanction under Archery Canada's Code of Conduct and Ethics via the Complaint and Disciplinary Policy.

### Coaches

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The following should be used by coaches to develop a personal strategy for social media use:

- i. Choosing not to engage with social media is an acceptable social media strategy. But you must have good reasons for your choice and be active in other communication mediums;

- ii. Despite what Facebook says, you are not actually “friends” with athletes. Resist commenting on athletes’ personal activities, status updates, or tweets on Twitter;
- iii. Consider monitoring or being generally aware of athletes’ public social media behaviour to ensure compliance with Archery Canada Code of Conduct and Ethics;
- iv. Coaches may not demand access to an athlete’s private posts on Twitter or Facebook;
- v. Do not “friend” athletes on Facebook unless they request the connection. Never pressure athletes to “friend” you;
- vi. If you accept some “friend” requests, or follow one athlete on Twitter, you should accept all friend requests and follow all the athletes. Be careful not to show favouritism on social media;
- vii. Consider managing your social media so that athletes do not have the option to follow you on Twitter or “friend” you on Facebook;
- viii. Seek permission from athletes before posting pictures or videos of the athletes on publicly available social media like a blog or on YouTube;
- ix. Do not use social media to ‘trap’ athletes if they say one thing to you in person but their social media activity reveals they were doing something different;
- x. Keep selection decisions and other official team business off any type of social media;
- xi. Never require athletes to join Facebook, join a Facebook group, subscribe to a Twitter feed, or join a Facebook fan page about your team or organization;
- xii. If you create a fan page on Facebook for your team or athlete, do not make this social media site the exclusive location for important information. Duplicate important information in more official channels (like on the Archery Canada website or via email);
- xiii. Ensure that parents are aware that some coach-athlete interactions may take place on Facebook;
- xiv. Exercise appropriate discretion when using social media for your own personal communications (with friends, colleagues, and other athletes) with the knowledge that your behaviour may be used as a model by your athletes;
- xv. Avoid association with Facebook groups or Twitter feeds with explicit sexual contact or viewpoints that might offend or compromise the coach-athlete relationship;
- xvi. Never misrepresent yourself by using a fake name or fake profile;
- xvii. Be aware that you may acquire information about an athlete that imposes an obligation of disclosure on your part, (such as seeing pictures of underage athletes drinking during a trip); and
- xviii. Attempt to make communication with athletes in social media as one sided as possible. Be available for athletes if they initiate contact via social media – athletes may wish to have this easy and quick access to you – but avoid imposing yourself into an athlete’s personal social media space unless explicitly requested to do so.