

ASC Social Media Policy

[Approved by the ASC Board of Directors, Dec. 2/2024]

PURPOSE

The purpose of this Social Media Policy is to establish guidelines and expectations for the use of social media platforms by skaters, coaches, volunteers, employees, and participants of the Ancaster Skating Club (ASC). This policy aims to promote responsible and respectful behavior online, protect the reputation of ASC, and ensure compliance with legal and ethical standards.

This policy has been written to complement the Code of Conduct which outlines the expectations with regards to providing a safe environment in which all individuals and groups are treated with respect and dignity in an environment valuing equity, diversity, and inclusion. Breach of its guidelines may be subject to disciplinary action.

This policy has been written to complement the Dispute Resolution policy (under development).

APPLICATION

This policy applies to all social media activities conducted on behalf of or associated with ASC, including but not limited to official club accounts, personal accounts used in connection with club activities, and interactions between participants, skaters, coaches, volunteers, and stakeholders on social media platforms. This Policy is not intended to interfere with the private lives of participants or to impinge on the right to freedom of speech.

DEFINITIONS

Social media: Should be understood in its broadest interpretation to include but is not limited to Facebook, X (formerly Twitter), TikTok, Instagram, YouTube, blogs, electronic newsletters, online forums and other sites and services that permit users to share information with others in a contemporaneous matter.

Official use: Refers to anyone posting on behalf of the organization, with any form of ASC or Ancaster Skating Club in their username or description.

Personal use: Refers to posts about ASC, through a personal, non-affiliated account of any participant. ASC participants are free to publish or comment via social media in accordance with this policy.

GUIDELINES

Official Club Accounts

ASC will designate one or more responsible individuals to manage and administer official club social media accounts. Designates will be confirmed on an annual basis, at the first Board of Directors meeting following the AGM. ASC will regularly monitor and moderate content posted on official accounts to ensure compliance with this policy.

Only ASC Social Media designate(s) can respond to inquiries, comments, and messages received through official club social media accounts. Communication on official club accounts will use a professional manner and will avoid engaging in controversial or sensitive discussions on behalf of ASC without appropriate authorization.

Social media posts made by ASC designate(s) will clearly disclose any endorsements, sponsorships, or partnerships related to ASC, and will avoid making misleading or false claims about products, services, or organizations.

Personal Social Media Use: Separation of Personal and Club Accounts

ASC designate(s) posting on the club social media accounts will maintain separate personal social media accounts and will not use the club social media accounts to make personal posts.

Representational Behavior

Participants must understand that personal social media activity reflects on ASC and its reputation; participants must exercise discretion and good judgment when posting content that may be associated with ASC.

Content - General:

It is expected that all participants will maintain a professional tone and language in all social media communications, which includes:

- Refraining from posting content that is offensive, discriminatory, defamatory, or otherwise inappropriate.
- Representing ASC positively and accurately in all social media interactions.
- Respecting the confidentiality of club/school-related information, including member details, financial matters, and internal discussions.
- Refraining from sharing sensitive information or discussing internal club/school matters on social media platforms.
- Treating others with respect and courtesy in all social media interactions.
- Avoid engaging in arguments, personal attacks, or disputes on social media platforms.
- Not impersonating or misrepresenting ASC or its officials on social media.
- Obtaining consent before posting photos, videos, or personal information about members, coaches, volunteers, or stakeholders.
- Respecting individuals' privacy settings and preferences on social media platforms.
- Complying with all applicable laws, including copyright, defamation, privacy, and anti-discrimination laws, when posting content on social media.
- Not engaging in illegal or unethical activities on social media platforms.

Content – Details/Guidelines:

Some guidelines regarding the type of acceptable topics/content, including day-to-day and special events held by ASC or participated in by ASC skaters:

- skater participation and achievements at competitions, and achievements/ milestones such as landing an axel/double jump or passing a gold assessment;
- skaters practicing on-ice and participating in off-ice;
- guest instructors/coaches, showcases, ice shows, simulations;
- fun/team building events, skaters cheering/supporting other skaters;
- thank-you posts for coaches' week/PA and volunteer appreciation;
- congratulations to other clubs/teams/affiliated programs for achievements;
- community involvement such as food bank collection, etc.;
- upcoming registration dates, on-site skate sharpening dates;
- fund-raising opportunities, used skate/apparel sales;
- try-out information (solos for ice shows, synchro teams).

Reporting Concerns

Any individual may report any instances of inappropriate or concerning social media behavior by members, skaters, coaches, volunteers, or stakeholders to ASC by contacting info@ancasterskatingclub.ca.