



SOCIAL MEDIA 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, Instagram, Tumblr, Snapchat, and Twitter.
 - b) “*Individuals*” – all categories of participants within Equestrian Canada (EC) who are in good standing, including organizations, as well as all persons and organizations engaged in activities with or employed by EC, including but not limited to: athletes, coaches, officials, competition managers, parents/guardians of athletes, directors, officers, team managers, team members, medical and paramedical personnel, administrators, and employees (including contract personnel).
 - c) “*Complaint Manager*” – the person or organization appointed by EC to oversee management and administration of complaints, as applicable.

Preamble

2. EC is aware that Individual interaction and communication occurs frequently on Social Media. EC cautions Individuals that any conduct falling short of the standard of behaviour required by EC’s *Code of Conduct and Ethics* will be subject to the disciplinary sanctions identified within EC’s *Discipline, Complaints, and Appeal Policy*.

Application of this Policy

3. This Policy applies to all Individuals as defined in the Definitions.

Conduct and Behaviour

4. Per EC’s *Discipline, Complaints, and Appeal Policy* and *Code of Conduct and Ethics*, the following Social Media conduct may be considered:
 - a) posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on Social Media that is directed at an Individual, EC, or other individuals connected with EC;
 - b) posting a picture, altered picture, or video on Social Media that is harmful, disrespectful, insulting, or otherwise offensive, and that is directed at an Individual, EC, or other individuals connected with EC;
 - c) creating or contributing to Social Media devoted solely or in part to promoting negative or disparaging remarks or commentary about EC, its stakeholders, or its reputation (e.g. a Facebook group, webpage, Instagram account, Twitter feed, blog, or online forum);
 - d) inappropriate personal or sexual relationships between Individuals who have a power imbalance in their interactions, such as between athletes and coaches, Directors and staff, officials and athletes, etc.; or,
 - e) any instance of cyber-bullying or cyber-harassment between one Individual and another Individual (including a teammate, coach, opponent, volunteer, or official). 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: insults, negative comments, vexatious behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour.

5. All conduct and behaviour occurring on Social Media may be subject to EC's *Discipline, Complaints, and Appeal Policy*.
6. Failure to comply with the EC Social Media Policy may result in the requirement to remove postings, comments or other social media publications that are deemed to be in breach of this Policy. In addition, EC reserves the right to remove or block Individuals whose Social Media conduct is inappropriate or unbecoming of the Individual's role.

Individuals Responsibilities

7. Individuals acknowledge that their Social Media activity may be viewed by anyone, including EC.
8. If EC unofficially engages with an Individual on Social Media (such as by retweeting a tweet or sharing a photo on Facebook), the Individual may, at any time, ask EC to cease this engagement.
9. When using Social Media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with EC.
10. Removing content from Social Media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to EC's *Discipline, Complaints, and Appeal Policy*.
11. An individual who believes that an Individual's social media activity is inappropriate or may violate EC's policies and procedures should report the matter to EC in the manner outlined by EC's *Discipline, Complaints, and Appeal Policy*.