



## Social Media & Networking Policy

### 1. General

Today, social media encompasses a broad sweep of online activity, all of which is trackable and traceable. These networks include not only blog posts and comments, but social networks such as Facebook, Instagram, Youtube, etc... Multi-media social networks have become effective tools to engage, inform and entertain audiences, Every day, new online tools and advances introduce new opportunities to build your virtual footprint.

As an organization, The Steinbach Skimmers believe that social media can increase communication and the promotion of our sport, our athletes and our club to a larger audience. We are also aware that social media use will be used for personal purposes.

With that in mind, the following outlines policy and guidelines for online behaviour for all members (swimmers, parents & family members).

### 2. Definitions

- A. "Social Media" - the catch-all term that is applied broadly to computer-mediated communication such as blogs, platforms like Facebook, Instagram, Twitter, etc...
- B. "Member" - refers to all swimmers, guardians and family members participating with the Steinbach Skimmers Swim Club
- C. "Cyber Bullying" - bullying that takes place using electronic technology
- D. "Cyber Harassment" - refers to online harassment through the means of any computer/electronic system

### 3. Conduct & Behaviour

The following social media conduct may be considered minor or major infractions at the discretion of the Skimmers Executive

- a. Posting a disrespectful, hateful, insulting, or otherwise negative comment on social media that is directed at members or persons connected with the Steinbach Skimmers, Swim MB, Sport Manitoba, Swim Canada or related events



- b. Posting a disparaging or harmful comment on social media that is directed at the Steinbach Skimmers, Swim MB, Sport Manitoba Swim Canada or related club or organization
- c. Creating or contributing to a social media group, web page, blog or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about the Steinbach Skimmers, Swim MB, Sport Manitoba Swim Canada or related club or organization
- d. Posting pictures, altered picture, or video on social media that is harmful, disrespectful, insulting, or otherwise offensive, and that is directed at members or persons connected to the Steinbach Skimmers, Swim MB, Sport Manitoba Swim Canada or related club or organization
- e. Any instance of cyberbullying or cyber-harassment between one member and another member (including teammates, coaches, opponents, volunteers, parents, or officials), where incidents of cyberbullying and cyber-harassment can include but are not limited to the following conduct on any social medium, via text message, or via regular email; insults, negative comments, vexatious behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour
- f. Any instance of bringing the sport of competitive speed swimming into disrepute

#### **4. Member Responsibilities**

- a. Consent (verbal) should be obtained before posting pictures of team members on personal social media accounts. Posting to Steinbach Skimmers website and social media accounts is covered by the consent to publish waiver signed as part of the registration process
- b. Members must be aware that social media use may be monitored by The Steinbach Skimmers, Swim MB, Sport Manitoba, Swim Canada or provincial or local associations
- c. When using social media, a member must model appropriate behaviour benefiting the member's status as a member of Swim MB
- d. Removing content from social media after it has been posted (either publicly or privately) does not excuse the member from being subject to the Swim MB discipline policy
- e. A member who believes that use of social media by another member is inappropriate or may violate any of Swim MB's policies and procedures is encouraged to report the matter to the Steinbach Skimmers Executive

Sport Manitoba and The Steinbach Skimmers look to Respect In Sport as guiding principles where appropriate. More information can be found at [www.respectinsport.com](http://www.respectinsport.com)