

SOCIAL MEDIA POLICY

DEFINITIONS

1. The following terms have these meanings in this Policy:
 - a) “*Social media*” – Social media can refer to any internet communication tool that allows users to broadly share content and engage with the public including, but not limited to blogs, YouTube, Facebook, Instagram, Tumblr, Snapchat, and Twitter.
 - b) “*Individuals*” – All participants in Curl PEI’s events including, but not limited to, championships, clinics and programs, and all individuals employed by, or engaged in activities with Curl PEI including, but not limited to, volunteers, managers, administrators, committee members, and Directors and Officers of Curl PEI;
 - c) “*Discipline Chair or Case Manager*” – The person(s) appointed by Curl PEI to oversee management and administration of complaints, as applicable.

PREAMBLE

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

APPLICATION OF THIS POLICY

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

CONDUCT AND BEHAVIOUR

4. In accordance with Curl PEI’s *Discipline and Complaints Policy* and *Code of Conduct Harassment and Ethics*, the following social media conduct may be considered minor or major infractions at the discretion of the Discipline Chair or Case Manager:
 - a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an Individual, at Curl PEI, or at other individuals connected with Curl PEI
 - b) Posting a picture, altered picture, audio file or video on a social medium that is harmful, disrespectful, insulting, or otherwise offensive, and that is directed at an Individual, at Curl PEI, or at other individuals connected with Curl PEI
 - c) Creating or contributing to a Facebook group, webpage, Instagram account, Twitter feed, blog, or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about Curl PEI, its stakeholders, or its reputation, or any posts that may bring disrepute upon Curl PEI.
 - d) Participating in inappropriate personal or sexual interactions on a social medium between Individuals where there is a power imbalance, such as between athletes and coaches, Directors and staff, officials and athletes, etc.
 - e) Participating in any instance of cyber-bullying or cyber-harassment between an Individual(s) and another Individual(s) (including a teammate, coach, opponent,

volunteer, or official), 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: 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 Curl PEI's *Discipline and Complaints Policy* at the discretion of the Discipline Chair or Case Manager.

INDIVIDUALS RESPONSIBILITIES

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