

Markham Synchro Club - Social Media Policy

Current Version Approval: August 28, 2018

Definitions

In this Policy:

1. “*Registrants*” mean any Competitive, Novice or Recreational athletes registered with MKSC;
2. “*Officials*” means all Synchro Swim Ontario judges, including practice judges, referees and scorers;
3. “*Minor athletes*” means athletes under 18 years of age;
4. “*Parents*” means parents or guardians;
5. “MKSC” means Markham Synchro Club; and
6. “*MKSC Participants*” means all persons engaged in any paid or volunteer capacity with MKSC or otherwise under the jurisdiction of MKSC.

Purpose

The purpose of this Policy is to contribute to a safe and positive sport environment by encouraging MKSC Participants to act in a responsible manner in relation to social media and any information and resources communicated and shared on blogs and over social networking sites including Facebook, Twitter, Instagram, Google+ and YouTube.

Application of This Policy

This Policy applies to all MKSC Participants including:

1. All MKSC Registrants;
2. MKSC executive, officers, committee members and volunteers;
3. MKSC employees and persons under contract with MKSC;
4. All athletes eligible for selection to, or forming part of, any team or routine participating in competitions, events or activities as part of MKSC; and
5. All persons working with those teams or athletes, including coaches and other support persons.

Responsibilities

Every time we communicate, whether in person or on social media, we shape public opinion about ourselves, our team, our club, MKSC and the sport of synchronized swimming in general. Common sense is the best guide if you decide to share information in any way involving MKSC or potentially impacting the reputation of our sport. If you are unsure about any particular posting, please contact MKSC for guidance.

MKSC Participants will:

1. Acquaint themselves with MKSC’s mission, vision, values and policies and behave accordingly;
2. Act in a responsible manner in relation to the content of personal websites and information communicated and shared on blogs and over social networking sites;
3. Protect their privacy and take care to understand the social media site’s privacy settings and terms of service;
4. Take reasonable steps to secure confidential and personal information and to not disclose such information;
5. Ensure that all content is appropriate for viewing by minor athletes;
6. Refrain from posting images or content related to alcohol, tobacco or drug use; and
7. Keep their posts positive and not engage in bullying or negative or critical conversations online.

Specific Behaviour Expectations and Standards

In addition to the above, there are certain behaviour expectations and standards that apply to specific categories of MKSC Participants, as follows:

MKSC

MKSC websites, blogs and social media accounts are seen as extensions of MKSC and must reflect MKSC's mission, vision and values. MKSC will:

1. Conduct themselves with integrity and in a manner that is consistent with MKSC values of:
 - Excellence
 - Empowerment
 - Health and wellbeing
 - Sport for life;
2. Avoid posting information such as full results that includes the names of athletes outside our club; and
3. Obtain consent for the use of photographs, film or video footage and recorded comments from all new and returning athletes or, for minor athletes, their parents.

Coaches, Officials and Employees

Coaches, officials, employees and persons under contract with MKSC will:

1. Maintain a clear distinction between their personal and professional social media use. Coaches, officials and employees are encouraged to have two separate accounts for these purposes;
2. Maintain professional boundaries with athletes and refrain from interacting with minor athletes on social media other than through a distinct professional account;
3. Ensure all online dialogue and interactions with minor athletes are for synchro-related purposes only; and
4. Avoid endorsing or posting information about an athlete, coach or other MKSC Participant or Registrant that may suggest a preferential relationship or give the appearance of a conflict of interest.

Discipline

Failure to abide by this Policy may result in disciplinary action.