



Barrie Trojan Swim Club (BTSC)

Social Media Policy

Date Effective: Oct. 3, 2024
Date Last Reviewed: Sept. 23, 2024
Date Last Revised: Aug. 25, 2022

SCOPE:

The Barrie Trojan Swim Club recognizes the benefit of social media for communication, promotion of Club activities and achievements, and engaging members and the community as a whole.

This Policy and procedure applies to all athletes, members, honorary members, member families, officials, volunteers, coaches, staff, and board members of the Barrie Trojan Swim Club (BTSC) engaged in Social Media content and activities that pertains to the Club.

POLICY STATEMENT:

The purpose of this policy is to establish guidelines for the use of social media for BTSC. These guidelines serve to protect the privacy and confidentiality of the Club, members and their families and to safeguard the organization's brand and reputation.

This policy does not apply to personal or private use of social media that does not involve a BTSC related post.

BTSC encourages the use of social media to enhance communication, act as an information channel, foster member engagement, build the BTSC brand, and engage the community in a positive manner that reflects the values of the organization.

It is the expectation of all BTSC-affiliated individuals listed above to act with integrity, treat others with respect and always protect the privacy of individuals.

DEFINITIONS:

Social media: For the purpose of this policy, “social media” refers to any online tools and/or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- BTSC Website
- Social networking sites (e.g. Facebook, Twitter, TikTok, Snapchat, LinkedIn, Google+, Pinterest, etc.)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, etc.)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc.)
- Review sites (e.g. Google Review, Yelp, Urban Spoon, etc.)
- Live broadcasting apps (e.g. Periscope, Facebook Mentions, etc.)
- Podcasting (e.g. iTunes, Spotify, Stitcher, Sound cloud, etc.)
- Geo-spatial tagging (e.g. Foursquare, etc.)
- Online encyclopedias (e.g. Wikipedia, etc.)
- Online multiplayer gaming platforms (e.g. Twitch, Xbox Live, etc.)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload, interact, and share content.

BTSC related post: Information posted on online/social media platforms that BTSC member(s), volunteers or staff have obtained as a result of their access to or relationship with the Club.

BTSC branded online content: Information created and branded by BTSC staff and/or designate to be utilized on its official online/social media platforms.

GUIDING PRINCIPLES:

The BTSC recognizes its obligations to protect the privacy of its members in the context of social media activities.

Social media content must comply with all BTSC policies including, but not limited to, the Swim Ontario Code of Conduct and the BTSC Privacy Policy.

BTSC members, volunteers, or staff acting in a manner inconsistent with the procedures of this policy may be subject to disciplinary action.

When using social media, the lines between public and private, personal and professional, may be blurred. BTSC-affiliated individuals should use common sense when using social media that involves the BTSC. Whenever there is doubt as to whether or not the content to be shared is

appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side. Use caution to protect your privacy and the privacy of others.

Individuals posting social media content must behave like they are an ambassador for the BTSC.

PROCEDURE:

1. Official BTSC social media are managed by designated BTSC personnel.
2. All content, comments and links posted to BTSC social media should adhere to the following guidelines:
 - Do not post comments or content that is insulting, demeaning or offensive to BTSC members, volunteers or staff, community partners or that may damage the BTSC's reputation in any way.
 - Do not post comments or content that is sarcastic, disrespectful, offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist, or otherwise inappropriate. This includes content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, colour, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
 - Do not post information that may compromise the safety, integrity or security of the Club, its members, or its stakeholders, such as confidential information.
 - Do not post information or content that you have been asked not to post and/or consent has not been sought, when appropriate.
 - Do not post dishonest, slanderous or defamatory remarks/comments or content.
 - Do not post anonymously using pseudonyms.
 - Do not post comments or content that may promote illegal activity.
 - Do not post any images or photos that may be compromising and/or of a sensitive nature.
3. Content should not promote business services or products other than significant sponsors, affiliations, or business partnerships. Do not post content that violates a legal ownership interest of any other party.
4. Permission must be obtained before posting any identifiable images (e.g. photos).
5. BTSC staff and/or designate will monitor all social media for mentions of the organization in order to appropriately engage members of the community and to identify and mitigate risk issues, privacy breaches and other activity contrary to BTSC policies. Members may bring forward any misrepresentations about the club to staff.
6. Requests to have content and/or comments removed from BTSC social media should be made to BTSC staff and will be granted, where appropriate.
7. BTSC reserves the right to block/ban specific users from the Club's official social media outlets whose activities do not comply with the above Social Media Policy.

8. It is not permitted to use the intellectual property or imagery of BTSC without the approval of BTSC (e.g. logos, content from official BTSC platforms, slogans, trademarks).
9. Breaches of this policy may result in investigation and/or disciplinary action.

CROSS REFERENCES:

Swim Ontario Code of Conduct

Barrie Trojan Swim Club Privacy Policy