

Policies and Procedures

Rhythmic Gymnastics Alberta

Section 1. I Social Media Policy

Policy Number: [Click here to enter text.](#)

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1.1 OVERVIEW

1.1.1 Intent (Purpose)

- 1.1.1.1 RGA uses social media networking accounts to increase the reach of RGA news and information to all interested parties, which include but is not limited to: Members, fans, sport enthusiasts, and supporters. Facebook and Twitter are the two main social media outlets that will be used by RGA.
- 1.1.1.2 Using RGA's social media accounts effectively will:
 - a) add value to consumers, the sport industry, and the organization;
 - b) communicate respect, professionalism, and courtesy;
 - c) provide insight, expertise, and relevant conversation; and
 - d) communicate ethically and morally in support of RGA's professional goals.
- 1.1.1.3 RGA recognizes the vital importance of participating in on-line conversations and is committed to ensuring that we participate in on-line social media the right way. Utilization of best practices, listening to the on-line community, and compliance with applicable regulations will ensure that RGA's *Social Media Policy* remains current and reflect the most up-to-date and appropriate standards of behaviour.

1.1.2 Intent for the use of Facebook and Twitter accounts

- 1.1.2.1 RGA utilizes Facebook and Twitter to engage the audience. Creating awareness, generating interest, and increasing the visibility of RGA are the primary objectives when using these accounts. Social media is an opportunity for an organization to connect and network with its fans and followers. RGA's official Facebook account goes under the name of "Rhythmic Gymnastics Alberta". The official Twitter handle (name) for RGA is "Rhythmics".
- 1.1.2.2 **Facebook** can provide RGA with multiple channels for community outreach. Facebook can be used to highlight an organization's news and highlights, inform their followers or "fans" on Facebook with up to date information. RGA can highlight its recent activity, post links to related stories already posted on the RGA website or other related websites. It can also share photo albums and videos. Facebook allows RGA to operate and manage "groups" as well; groups allow RGA to post/share information to specific members
- 1.1.2.3 **Twitter** provides RGA with an opportunity to interact with individuals and groups allowing for conversation and Member interactions. Twitter can be used to highlight RGA's news and highlights informing RGA's "followers" on Twitter. The user(s) can only post messages and links to the RGA website or any other rhythmic gymnastics related story. Messages must be 140 characters or less. Photos and videos can be linked as

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well.

1.2 GUIDELINES & COMPLIANCE

1.2.1 *Social Media Policy* used by RGA

- 1.2.1.1 *Social Media Policy* has been developed to help empower Authorized Spokespersons and Members to participate in this connected world and represent RGA by sharing the vision and mission of our organization and the story of our sport.
- 1.2.1.2 RGA encourages all Members to approach on-line worlds in the same way one does the physical one – by using sound judgment and common sense, by adhering to RGA's values, and by ensuring that all RGA's *By-Laws* and *Policies & Procedures* are followed.

1.2.2 Compliance

- 1.2.2.1 RGA expects that all Members are aware of and respect these *Social Media Policy*.
- 1.2.2.2 Members that take public positions on-line that are counter to RGA's interests may be harmful and could be considered a breach of compliance.
- 1.2.2.3 Any Member found to be in violation of the *Social Media Policy* to the extent that it is damaging to RGA, may face disciplinary action. Non-compliance with this policy may be considered as misconduct, harassment, discrimination, or in certain circumstances contravention of the law.

1.3 RESPONSIBILITIES OF AUTHORIZED SPOKESPERSONS

1.3.1 Becoming authorized as an administrator to use, post and comment:

- 1.3.1.1 Before using RGA's social media accounts Members must be a Representative of RGA. Unauthorized Members may not use, post or comment on RGA social media accounts.
- 1.3.1.2 To become authorized one must apply to the Executive Director and/or Marketing Chairperson.

1.3.2 Rules of engagement

- 1.3.2.1 Once authorized to use, post and comment as an Authorized Spokesperson, a Member must:
 - a) use only the RGA's designated social media accounts;
 - b) disclose that they are an employee/contractor of RGA, where applicable;
 - c) disclose and comment only on information classified as public domain information;
 - d) ensure that all content published is accurate and not misleading;
 - e) ensure not to be the first to make an announcement (unless specifically given permission to do so);
 - f) comment only on areas of expertise and authority;
 - g) ensure comments are respectful of the on-line community;
 - h) adhere to the *Terms of Use* of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws, including RGA's *Privacy Policy*; and
 - i) if applicable, remove material that is offensive, obscene, defamatory, threatening,

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harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful.

- 1.3.2.2 If authorized to comment as RGA's representative, the Authorized Spokesperson must not:
- a) post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful;
 - b) use or disclose any confidential or secure information; and
 - c) make any comment or post any material that might otherwise cause damage to the RGA's reputation or bring it into disrepute.

1.4 PERSONAL USE

1.4.1 Rights of individual Members

- 1.4.1.1 RGA respects the rights of its Members to use blogs and other social media tools as a form of self-expression and as a means to further awareness of rhythmic gymnastics.
- 1.4.1.2 RGA encourages all Members, volunteers, parents and/or guardians of gymnasts to explore and engage in social media communities at a level at which they feel comfortable.
- 1.4.1.3 There's a big difference in speaking "on behalf of RGA" and speaking "about" RGA. It is important that all Members are aware of the implications of engaging in forms of social media and on-line conversations that reference RGA and/or the Member's relationship with RGA and its brand, and that they recognize when RGA might be held responsible for their behaviour.

1.4.2 RGA expectations for personal behaviour in social media platforms

- 1.4.2.1 These set of principles refers to those personal or unofficial on-line activities where a Member might refer to RGA or any associated activities.
- a) **Members are to adhere to all applicable policies.** All Members are subject to RGA's *Code of Conduct* in every public setting, including on-line social media settings. In addition, in certain circumstances, other policies, including those that govern the Member's behaviour with respect to the disclosure of information, are applicable to their personal activities on-line.
 - b) **Members are responsible for their actions.** Anything that a Member posts that can potentially tarnish RGA's image will ultimately be that person's responsibility. RGA urges Members to exercise sound judgment and common sense. It is expected that the following disclaimer is used when the Member's personal views may be identified as related to RGA: "The views expressed on this website/blog are the views of the author alone and do not reflect the views of Rhythmic Gymnastics Alberta".
 - c) **Members can be a "scout" for compliments and criticism.** Members have a vital role in monitoring activity within the social media landscape. Members are

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encouraged to inform the Executive Director when they come across positive or negative remarks about RGA or its brands on-line.

- d) **Let the subject matter experts and Authorized Spokespersons respond to negative posts.** When a Member comes across negative or disparaging posts about RGA or its brands, or see third parties trying to spark negative conversations they are encouraged to inform the Executive Director. Authorized Spokespersons/Account Administrators, who are trained to address such comments, will respond accordingly.
- e) **Keep business and personal lives separate from RGA activities.** Personal and business personas are likely to intersect on-line. Members are reminded that when publishing information on-line that it can be seen by more than their friends and family, and can be forwarded and may remain as a permanent record on the internet in perpetuity.

1.5 GUIDELINES

1.5.1.1 **Transparency in every social media engagement.** RGA does not condone manipulating the social media flow by creating "fake" destinations and posts designed to mislead followers and control a conversation. Every website, "fan page", or other on-line destination that is ultimately managed by RGA must make that fact known.

1.5.1.2 **Respect of copyrights, trademarks, rights of publicity, and other third-party rights** in the on-line social media space, including with regard to user-generated content (UGC) is required of all Members.

1.5.2 Guidance for navigating legal issues

1.5.2.1 The following is offered as general guidance to assist Members in complying with the obligations set out in the *Social Media Policy*. Members are encouraged to seek further guidance from the Executive Director when necessary.

- a) **Privacy, confidentiality and information security.** Do not publish or report on conversations or information that is deemed confidential or classified or deals with matters that are internal in nature.
- b) **Copyright.** Respect copyright laws and fair use of copyrighted material and attribute work to the original author/source wherever possible;
- c) **Harassment and bullying.** RGA's policies on abuse, discrimination or harassment apply on-line. Comments Members make on-line, even on their own private social networks are subject to those policies and may result in disciplinary action being taken.
- d) **Defamation.** Members are to refrain from publishing material that may cause injury to another person, organization, association or company's reputation, and should seek further guidance if publication of such material is thought to be necessary; and
- e) **Offensive or obscene material.** Material may be offensive or obscene and may infringe relevant on-line classification laws if it is pornographic, sexually suggestive, harassing, hateful, racist, sexist, abusive or discriminatory.

1.5.3 Guidance on specific applications and situations

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- a) **Timing.** Some situations require that Members at RGA official functions to refrain from uploading content or participating in social media. These situations include (but are not limited to):
- inside a competition venue during the competition period (e.g. Gymnaestrada, Provincial competition or National competition);
 - during a non-public event or meeting organized by RGA (e.g. Annual General Meeting);
 - before, during or after a meeting where non-public information is discussed (e.g. judges discussion or competition committee planning meeting); and
 - before, during or after a competition or training session when strategic, tactical or medical information is discussed.
- b) **Use of personal pictures where RGA branded material is visible.** Members are reminded that using such photos on personal Facebook and Twitter accounts automatically links them to RGA. Comments and contents that are posted to these accounts may also be linked to RGA. The use of any other official marks (e.g. Olympic or Corporate logos) should follow copyrights and trademarks regulations.
- c) **Links.** In order to facilitate access to relevant information regarding RGA, all Member Clubs are encouraged to link their blogs and other social media interactions, in accordance to the *Social Media Policy*, to the RGA website and its services.

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