

SOCIAL MEDIA POLICY

Social Media Policy and Procedures for Triathlon Canada Staff, Contractors, Athletes, Coaches and Board Members.

1. INTRODUCTION

Triathlon Canada encourages the use of social media by its staff, contractors, athletes, coaches and Board Members where appropriate. This is a means to enhance effective internal communication, build the Triathlon Canada brand, and interact with members. Since there is so much ambiguity in the use of social media, Triathlon Canada has created this policy to inform boundaries and standards for its use, as it relates to its own Social Media channels. While this policy does not specifically apply to personal Social Media accounts, be aware that your online presence and posted content may reflect on you as a Triathlon Canada representative and/or the organization.

2. CONTENT

- a) Be honest and transparent about who you are and what your role is in Triathlon Canada-related social media interactions.
- b) Use social media channels to promote Triathlon Canada's role in developing, growing and promoting the sport of triathlon at all levels.
- c) Don't include or link to inappropriate content, including images.
- d) Think twice before posting. People tend to reveal more about themselves – and more quickly – when using social media platforms than when talking in person.

3. TONE

- a) Use a professional and positive tone to share Triathlon Canada accomplishments, news, images etc. Don't be negative about athletes, coaches, competitors, organizations, events or sponsors.
- b) Don't swear.
- c) Don't engage in negative/abusive conversations. This can only reflect badly on you and Triathlon Canada and might escalate into libelous or defamatory remarks.

4. PRIVACY

- a) Use common sense. Anything you post on social media is public. Your words and images can be quoted, reposted and commented upon without your approval.
- b) Don't share private information about colleagues, athletes, teams or organizations, e.g. phone numbers, private conversations, personal information etc.
- c) Don't share internal information about Triathlon Canada operations or internal organizational decisions without appropriate approval.
- d) Be aware of and use privacy settings and options in your social media accounts (e.g. using Twitter Direct Message as opposed to tweeting publicly)

5. ACCOUNTABILITY

- a) Follow the appropriate Triathlon Canada Code of Conduct and Ethics in all social media interactions. Alleged violations will be addressed according to the process expressed in the *Discipline and Complaints Policy*.
- b) Report any concerns about social media use – your own or someone else's – to a Triathlon Canada official or appropriate staff member.