

COMMUNICATIONS POLICY

PURPOSE

1. The purpose of this Policy is to outline Triathlon Canada's ("TriCan") standards, process, and expectations of communication to protect TriCan's brand, reputation, and stakeholders.

POLICY STATEMENT

2. TriCan is committed to a sport and work environment that supports responsible and respectful communication by and between everyone.

SCOPE AND APPLICATION OF THIS POLICY

3. This Policy applies to all Participants of TriCan. It applies to behaviour of Participants when serving as a representative of TriCan, and/or as an individual participating or discussing a TriCan-related subject in a public forum.
4. This Policy governs all communications and interactions across all mediums, including but not limited to, all forms of social media, online communication (blogs, websites, etc.), videos, interviews, and comments.
5. This Policy does not apply to any crisis communications, which are governed by TriCan's *Crisis Management Policy*.

DEFINITIONS

6. The following terms have these meanings in this Policy:
 - a. **CEO** – means the Chief Executive Officer employed by TriCan;
 - b. **Communication Manager** – means TriCan's employed Communications Manager;
 - c. **Participant** – refers to all categories of members and registrants as defined in the By-laws of TriCan, as well as all people employed by, contracted by, or engaged in activities with TriCan including, but not limited to, employees, contractors, athletes including day license holders, coaches, instructors, officials, volunteers, administrators, committee members, parents or guardians, spectators, directors or officers;
 - d. **Social Media** – means all current and future digital tools or platforms that allow users to create, share, or interact with content or communicate with others publicly or within defined groups;
 - e. **Media Requests** – means any request from journalists, media outlets, or content creators for information, interviews, commentary, or access intended for public distribution;
 - f. **TriCan** – means Triathlon Canada; and
 - g. **TriCan's Social Media Channels** – means the current and future social media accounts owned and operated by TriCan.

MEDIA REQUESTS

7. All Media Requests and inquires, including for athlete interviews, must be directed to the Communications Manager who will manage the request.
8. The Communications Manager will direct the request to the appropriate spokesperson based on the nature of the request.

9. It is recognized and understood that athletes and coaches will be asked to participate in media activities immediately following races at designated media areas. All other requests should be directed to the Communications Manager to support coach/athlete time-management, while protecting the interviewee and the TriCan brand.

SPOKESPERSON

10. The primary spokesperson for TriCan is the CEO.
11. Depending on the situation, other spokespersons who may be called upon by the Communications Manager, in consultation with the CEO, may include but are not limited to:
 - a. Board Chair and/or Directors (political topics, governance, CEO-related matters);
 - b. High Performance Director;
 - c. Coaches; or
 - d. Individual athletes.
12. TriCan's Board Chair will be copied and engaged in all media requests that are political in nature, involve governance-related topics, or issues with regards to the CEO.

STANDARD OF CONDUCT

13. TriCan endorses a high standard of behaviour in all forms of communication, and does not condone any messages that:
 - a. May constitute harassment, discrimination, bullying or violence or otherwise violate TriCan's policies;
 - b. Are hurtful, malicious, degrading or otherwise offensive to an individual(s);
 - c. Refer to controversial or inflammatory subjects including politics, sex, religion;
 - d. Are damaging to the TriCan brand and/or relationships with our stakeholders and funding partners;
 - e. Divulge confidential or proprietary information that belongs to TriCan; and/or
 - f. Fail to respect the privacy of others by disclosing personal information without requisite consent.
14. A non-exhaustive list of communication best practices has been included in **Appendix A**.
15. All Participants are personally responsible for the content of their communications. Participants can be held personally liable for any content deemed to be defamatory, obscene or offensive, proprietary or libelous. For these reasons, all Participants should exercise caution with regards to exaggeration, colourful language, guesswork, obscenity, copyrighted material, legal conclusions, and derogatory remarks or characterizations.
16. In addition, Participants must ensure that their comments or actions while using social media for personal purposes cannot be attributed to TriCan and must not appear to be endorsed by or originate from TriCan.

TRICAN'S SOCIAL MEDIA CHANNELS

17. Unless otherwise authorized by the CEO or Communications Manager, social media on TriCan's Social Media Channels is restricted to the Communications Manager.

PERSONAL SOCIAL MEDIA USE

18. TriCan actively encourages and supports those affiliated with its brand, most notably athletes, taking part in social media to share their experiences. Athletes are one of the best sources of social media content, and act as brand ambassadors for TriCan and the sport of triathlon. For all Participants, it is also a great opportunity to raise the profile of athletes and help them connect with fans of triathlon.
19. TriCan recognizes the importance of online conversation and respects the right to freedom of speech and the use of social media for personal purposes. However, all social media actions that are subject to this Policy are treated as public and must abide by this Policy.

BREACH OF POLICY

20. Any Participant who communicates irresponsibly or disrespectfully in a manner that may bring TriCan into disrepute and/or is contrary to this Policy may be subject to disciplinary action pursuant to TriCan's *Discipline and Complaints Policy*.

POLICY IMPLEMENTATION AND REPORTING

21. TriCan staff have shared responsibility and accountability to implement and enforce this Policy.
22. All Participants can report any concerns about communications under the scope of this Policy to a TriCan official or appropriate staff member.

POLICY EXCEPTIONS AND EXCLUSIONS

23. There are no exceptions or exclusions to this Policy.

REVIEW AND APPROVAL

24. This Policy will be reviewed by the Governance Committee every two years in consultation with the Communications Manager.

Last approved by TriCan's Board of Directors on: June 11, 2026.

Communication Policy History	
Approved	June 11, 2026
Next Review Date	June 2028

APPENDIX A: BEST PRACTICES IN COMMUNICATION**Content**

- a) Be honest and transparent about who you are and what your role is in TriCan-related social media interactions.
- b) Use social media channels to promote TriCan's role in developing, growing and promoting the sport of triathlon at all levels.
- c) Do not 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.

Tone

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

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) Do not share private information about colleagues, athletes, teams or organizations, e.g. phone numbers, private conversations, personal information etc.
- c) Do not share internal information about TriCan 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).

Accountability

- a) Follow the appropriate provisions of TriCan's *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 TriCan official or appropriate staff member.