



## **Social Media Policy**

### **Purpose:**

The purpose of this policy is to provide AKBA volunteers and athletes with requirements for participating in social media, including organization-hosted social media, where affiliation with AKBA is generally known, identified or presumed. It is also to outline clearly the privacy, confidentiality, legal and ethical issues that all volunteers have in regard to the use of social media.

AKBA recognizes the importance of social media platforms and online communities such as, but not limited to, Facebook, LinkedIn, YouTube and Twitter, and their importance in information sharing and education.

### **Background and Scope:**

Through rapid changes in technology and the growth of social media platforms and the internet, communication and information sharing has profoundly changed. Social media and mobile device technology brings many opportunities but also an increased threat to privacy, the risk of sharing proprietary corporate information and opportunity for code-of-conduct incidents; both innocent and intended.

We recognize our responsibility to develop policies and procedures to minimize the risk of unauthorized and inappropriate use of information technology and social media, as well as create a collaborative and supportive environment for those affiliated with AKBA to engage in social media communications.

The scope of this policy includes all volunteers and athletes with AKBA. These restrictions are intended to ensure compliance with legal and regulatory restrictions and privacy of personal information, confidentiality, and prevent breaches in participant/member privacy and communication system policy.

### **Definitions**

For the purpose of this policy, "Social Media" refers to all online tools used to produce, post and interact using text, images, video and audio to communicate, share, collaborate or network. This includes, but is not limited to blogs, podcasts, discussion forums, content management systems, on-line collaborative information and publishing systems that are accessible to internal and external audiences (i.e. Blogs, social networks, wiki's, videos and photo file sharing, information sharing,

tagging, podcasting and vlogging, and other similar tools (Twitter, Facebook, LinkedIn, Snapchat, etc.)

## **Individual Accounts**

### **Policy**

This section includes principles, standards and responsibilities of volunteers and athletes when posting on their own accounts, commenting on other sites and using social media.

This policy is not intended to interfere with the private lives of our volunteers or impinge on the right to freedom of speech. This policy is designed to safeguard the Association's integrity, image and branding.

1. The principles and guidelines that apply to any/all organization activities, as found in the Code of Conduct, apply to all online activities.
2. Actions inside and outside the Association can affect your relationship with the Association if such behaviours may affect the reputation of fellow volunteers, athletes, members, participants, and partners.
3. Any athlete or volunteer, who violates this policy may be disciplined under the Association's disciplinary process up to and including dismissal or removal from a team or from a volunteer position.

Confidentiality of member and participant information must be maintained. Consequences of breaches in confidentiality may be far reaching and, in most cases, are not anticipated at the time of occurrence. Any of these situations could jeopardize an individual's or the Association's experience, effective job performance, and place the Association and member/volunteer in contravention of the law.

Anyone who chooses to represent themselves as affiliated with AKBA in their personal account must consider how they are representing themselves and the Association; consistency of posted content with Association mission and values and how the Association will thus be perceived, must be maintained.

Where a volunteer or athlete's connection to AKBA is apparent or presumed, the individual must make it clear that they are speaking for themselves and not on behalf of the Association. In these circumstances, the following disclaimer: "*The views expressed on this [blog; website etc...] are my own and do not reflect the views of the Association*" should be included. Please note this disclaimer does not itself exempt anyone from being responsible for the content of their social media accounts.

Everyone should be cognizant of standards of member and participant privacy and

confidentiality. Privacy and confidentiality must be maintained in all environments, including online, and volunteers or others must at all times refrain from posting identifiable member or participant information of any kind online.

### **AKBA Social Media Communications**

Association representation, including specific programs or teams, via online social media platforms can only be initiated and authorized by the Board of Director. Any accounts existing without prior authorization as required above will be subject to review and may be amended or removed.

The Board of Director will identify specific volunteers who will be given access to communicate via official AKBA social media accounts.

Training sessions will take place with those granted access to communicate on behalf of the Association.

In the event of an emerging crisis or potentially harmful information (whether through social media or traditional media) as determined by AKBA, all communication will originate only from AKBA-designated spokespeople.

*Board approved last: 19 November 2019*

---

## Operational Procedures

To protect volunteers, athletes, members and participants, the following procedures are in effect regarding participation by volunteers on social media networks. As an athlete or volunteer,

- The expectation is that each person conducts themselves professionally both on and off duty. Before publishing any material online, remember that what you post online is legally considered public material, as such each individual is personally responsible for his/her publications;
- Do not publish materials that are insulting, discriminatory, demeaning, defamatory or offensive to AKBA, coaches, umpires, volunteers, members, participants, athletes, community partners or the sport in general and/or that damage the Association's reputation in any way.
- AKBA recognizes that you may engage in social media networks with individuals that are volunteers, members and participants. Engaging with these individuals is accepted however **staff and volunteers in a role of authority over vulnerable individuals may NOT connect with ANYONE under 16 on any social media site, through their personal accounts. This constraint applies to volunteers and athletes.**
- Do not reveal confidential information related to the Association, volunteers, or participants or any community partners.