



AKBA - Social Media Policy

Effective date	October 1, 2022
Date last reviewed	July 30, 2022
Scheduled review date	October 2025
Replaces and/or amends	Social Media Policy - 2019
Approved by and date	AKBA Board on January 10, 2023

Preamble

1. AKBA is aware that Individual interaction and communication occurs frequently on Social Media. AKBA cautions Individuals that any conduct falling short of the standard of behaviour required by this *Social Media Policy* and the *Code of Conduct and Ethics* may be subject to the disciplinary sanctions identified within the *Harassment, Discipline and Complaints Policy*.

Application of this Policy

2. This Policy applies to all Individuals.

Conduct and Behaviour

3. The following Social Media conduct may be subject to disciplinary action in accordance with the *Harassment, Discipline and Complaints Policy*:
 - a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a Social Medium
 - b) Posting a picture, altered picture, or video on a Social Medium that is harmful, disrespectful, insulting, or otherwise offensive,
 - c) Creating or contributing to a Social Medium vehicle, such as a Facebook group, webpage, Instagram account, Twitter feed, blog, or online forum, devoted solely or in part to promoting negative or disparaging remarks or commentary about AKBA, other Local Organizations, or any Governing bodies, or their stakeholders, or their reputation.
 - d) Inappropriate personal or sexual relationships over a Social Medium between Individuals who have a Power Imbalance in their interactions, such as between Athletes and coaches, Directors and Officers, committee members and staff, umpires, officials, and Athletes, etc.
 - e) Any instance of cyber-bullying or cyber-harassment, where incidents of cyber-bullying and cyber-harassment can include, but are not limited to, the following conduct on any Social Medium, via text-message, or via email: regular insults, negative comments, vexatious or unwelcome behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour.
4. All conduct and behaviour occurring on Social Media may be Reported pursuant to the *Harassment, Discipline and Complaints Policy*.

Individuals' Responsibilities

5. Individuals acknowledge that their Social Media activity may be viewable and viewed by anyone, including AKBA, or Member Organizations or Individuals.
6. If AKBA unofficially engages with an Individual in Social Media (such as by retweeting a tweet or sharing a photo on Facebook) the Individual may, at any time, ask AKBA to cease this engagement.
7. When using Social Media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with AKBA.
8. Removing content from Social Media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to the *Harassment, Discipline and Complaints Policy*.
9. An Individual who believes that another Individual's Social Media activity is inappropriate or may violate the policies and procedures of AKBA should Report the matter in the manner outlined by the *Harassment, Discipline and Complaints Policy*.

Privacy

10. The collection, use and disclosure of any personal information pursuant to this Policy is subject to AKBA's Privacy Policy.