

# Social Media Policy



**October 13, 2017**

# SOCIAL MEDIA POLICY

---

## **POLICY STATEMENT**

Judo Canada (JC) acknowledges that social media is an ideal platform for the Judo community to connect with peers, share thoughts and ideas, discuss topical issues, and ask questions. JC in no way wishes to hinder free speech or prevent any individual from expressing and sharing their thoughts and opinions; however, there are some situations where misleading, defamatory, disparaging or unfair comments are posted, whether intentionally or inadvertently – and the consequences of these types of posts have the potential to be far-reaching and severe.

## **PURPOSE**

The purpose of the JC Social Media Policy is to protect JC and all its members (provincial and individual), athletes, staff and volunteers against inaccurate, defamatory, derogatory, and/or otherwise inappropriate online statements that have the potential to inflict severe damage to JC as an organization, or to any individual associated with JC on a personal level.

## **APPLICATION**

1. JC recognizes that social media provides a unique platform for engaging and interactive discussions that allow the Judo community to connect and share information. JC's members, athletes, staff and volunteers use of social media can have the potential to pose risks to JC's confidential and/or propriety information, its reputation, and may jeopardize JC's compliance with its legal obligations.
2. In consideration of these factors, all JC members (provincial and individual), athletes, staff and volunteers must comply with JC's Social Media Policy always when using or participating in any form of social media/networking websites that currently exist or may exist in the future, including, but not limited to: Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest, Tumblr, Snapchat, Periscope, Google+, Flickr, Tumblr and blogs of any form. Participation includes submitting, responding or participating in any internet postings.
3. Failure to comply with JC's Social Media Policy may result in JC taking disciplinary action against any members (provincial and individual), athletes, staff and volunteers in accordance with this policy. Breach of this policy may also result in JC bringing civil and/or criminal proceedings against members, athletes, staff and volunteers, where applicable.
4. JC reserves the right to request any members (provincial and individual), athletes, staff and volunteers to remove postings, comments or any other social media submissions deemed to constitute a breach of this policy. Failure to comply with JC's request for removal may result in disciplinary action.
5. To ensure JC Social Media Policy compliance, JC reserves the right to review, monitor and intercept social media postings that include reference to JC and/or members (provincial and individual), athletes, staff and volunteers. By agreeing to abide by JC's Social Media Policy, all members (provincial and individual), athletes, staff and volunteers consent to such monitoring.
6. Through use of social media, members (provincial and individual), athletes, staff and volunteers must:
  - 6.1 Refrain from posting racist, discriminatory, inflammatory, defamatory, derogatory, abusive, threatening or obscene statements or material about others, including without limitation:

## SOCIAL MEDIA POLICY

---

- i. JC
- ii. members (provincial and individual), athletes, staff and volunteers
- iii. JC sponsors and partners

6.2 Not post any statements that have the potential to directly or indirectly damage JC's name, brand or reputation.

6.3 Clearly express in posts that disclose their affiliation with JC that they are speaking on their own behalf and their views do not represent those of JC.

6.4 Not use JC trademarks, logos, brand names, slogans or any confidential or propriety information without obtaining prior written consent from JC.

### 7. JC will fully comply with all:

7.1 Laws;

7.2 Requests from governmental or other regulatory authorities; or

7.3 Orders from a court or other legitimate authority or jurisdiction that require JC to disclose the identity and/or location of any members (provincial and individual), athletes, staff and volunteers who posts material in breach of the requirements of this policy. JC may share members (provincial and individual), athletes, staff and volunteer's personal information with police or any other governmental authority if asked to do so regarding any investigation involving suspected illegal activities.

## GUIDELINES FOR SOCIAL MEDIA BEST PRACTICES

### DO

- Take advantage of social media to provide updates and connect with a broad audience.
- Review your privacy settings to gain a full understanding of who has access to view your accounts.
- Keep in mind that the slightest indiscretion, bizarre comment or silliest joke has the potential to spark controversy and negative publicity.
- Ask yourself before every post, "Would I feel comfortable saying this on live television?" If you have
- any doubt, don't post it.

### DON'T

- Use social media to air a personal grievance with an individual or organization. Contact the individual directly to discuss your concern, or contact JC by email at: [info@judocanada.org](mailto:info@judocanada.org).
- Make misleading comments that position an opinion as fact.
- Post any photos you have not personally shot unless you have express copyright permission from the photographer.
- Post unverified or uninformed comments that have the potential to be damaging or defamatory.
- Post or share sensitive information about an individual or organization before it has been publicly released by the official source.

*Approved by Board on October 13, 2017*