

Social Media Policy

A. Introduction

Bobsleigh Canada Skeleton ("BCS") recognizes that social media can be used for organizational purposes (i) to increase communication between and among its members and partners and (ii) to advance the promotion and positive profile of bobsleigh and skeleton and BCS athletes to a large audience.

BCS also recognizes social media will be used for personal purposes.

BCS is committed to a sport and work environment that supports responsible and respectful use of social media throughout the BCS community.

All postings made to social media are regarded as 'public', comparable to comments or actions in a public forum or in front of a camera or microphone.

This Social Media Policy describes BCS's commitment to using social media responsibly and provides the mechanism for BCS to address damaging messages quickly, responsively and effectively.

Anyone who has any doubt as to whether their activities fall within this policy's guidelines, or anyone in need of advice pertaining to social media, may send their question to admin@bobcanskel.ca.

B. Policy Details

1. Scope

This policy applies to:

- the entire BCS community including but limited to athletes, coaches, volunteers, officials, staff, members, and Board of Directors;
- all kinds of social media; and
- usage of social media in a personal capacity.

'Social Media' means any website or application that enables users to create and share content or to participate in social networking. Social Media includes but is not limited to networking sites (such as Facebook, Instagram, Twitter, Snapchat and LinkedIn), internet forums, message boards, blogs, and Wikis.

This policy covers social media messaging and actions that fall within BCS's organizational jurisdiction and includes, but is not restricted to, protection of individuals, the BCS brand, the sport's profile, and relationships with BCS sponsors and funding partners.

This policy pertains to existing as well as emergent online tools and network options.

2. Standard of Conduct – Messaging

BCS endorses a high standard of behaviour when using social media and does not condone any messages that may generally be considered to:

- Constitute harassment, discrimination or violence;
- Be defamatory, hurtful, malicious, degrading or otherwise offensive to an individual or group of individuals;
- Refer to controversial or potentially inflammatory subjects such as politics, sex, and religion;
- Be damaging to the BCS brand and/or relationships with BCS stakeholders and/or funding partners;
- Divulge confidential or proprietary information that belongs to BCS;
- Fail to respect the privacy of others by disclosing personal information without requisite consent; and/or
- Violate any of BCS's policies.

3. Standard of Conduct – Posting

Only communications staff employed by BCS, or designate, may post on the official social media sites of BCS, unless written permission is given by BCS.

All official inquiries about BCS must be answered through the BCS's official communication platforms. Any individual receiving a direct request from others (such as, but not limited to, a journalist) regarding issues relevant to BCS are to contact the media consultant and/or the BCS CEO prior to responding.

Messages posted on personal online sites cannot be attributed to BCS and must not appear to be endorsed by or originated from BCS.

4. Personal Responsibility

Each individual is personally responsible for the content of their blogs and social media posts, both professional and personal.

Individuals are personally liable for any content deemed to be defamatory, obscene or offensive, proprietary or libelous. As such, individuals are advised to exercise caution regarding the nature of the content they communicate including but not limited to exaggeration, colourful language, guesswork, obscenity, copyrighted material, legal conclusions, and derogatory remarks or characterizations.

5. Local Policies and Customs

Social media is not limited by geographic boundaries and, thus, content that may be acceptable in one region may be offensive in another. As such, everyone who is subject to this policy must comply with

and adopt regional or country-specific social media policies (provided that the requirements do not violate Canadian law).

6. Issue and Crisis Response

In an issue or crisis situation, regardless of whether it occurs online or not, all BCS-related matters are to be treated as internal only and fully confidential until such time as the BCS communications department, CEO, or Chair of the Board of Directors makes a public statement.

Once information is public, anyone who is subject to this policy must consider carefully whether any comment they may wish to make is necessary and in no way contravenes their obligations to this or any other BCS policy.

Deleting an online communication or blocking a user may escalate a matter rather than resolve it. As such, any individual who considers an online comment, post, or content as being inappropriate or considers the communication to pose a risk either to themselves, BCS, a fellow athlete, the sport, or BCS's relationship with a sponsor or funding partners, should bring it to the attention of the BCS communications manager, CEO, or Chair of the Board of Directors.

7. Disciplinary Sanctions

Indiscretions through social media are subject to the same discipline as if the individual had made the comments or actions in a public forum or in front of a camera or microphone.

Any individual who uses social media irresponsibly or disrespectfully in a manner that may bring BCS into disrepute and/or is contrary to the standards of conduct for messaging and posting described herein will be subject to discipline by BCS. Disciplinary sanctions will be imposed in accordance with all applicable BCS policies.

Any disciplinary sanction imposed by BCS does not preclude legal action being taken against the offending individual. Furthermore, in the event that any third-party claims are brought against BCS as a result of the offending individual's activity, such individual will be held responsible for any costs or damages BCS incurs.

C. Policy Implementation

The BCS CEO, or their designate, has primary responsibility and accountability for the implementation and enforcement of this policy.

D. Policy Exceptions and Exclusions

None.