



PO BOX 40081 Dupont PO, Toronto, ON M5R 0A2

## **APPROVALS**

July 17, 2019

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## **FREESTYLE ONTARIO SOCIAL MEDIA POLICY**

### **PURPOSE**

The Freestyle Ontario Social Media Policy is intended to protect Freestyle Ontario, its Members, and the freestyle skiing sport and community at large against inaccurate, defamatory, derogatory, and/or otherwise inappropriate online statements that have the potential to inflict damage at an organizational or personal level.

Freestyle Ontario in no way wants to hinder free speech or prevent any individual from expressing and sharing their thoughts and opinions. The culture of freestyle skiing naturally lends itself to online sharing of information. It is an excellent means of communicating and building the community. However, there are some situations where misleading, defamatory, disparaging or unfair comments may be posted, whether intentionally or inadvertently – and the consequences of these types of posts have the potential to be far-reaching and severe.

### **DEFINITIONS**

Social Media: The collection of online communications technologies dedicated to community-based input, interaction, content-sharing and collaboration. These include, but are not limited to: Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest, Tumblr, Snapchat, Periscope, Google+, Flickr, Tumblr and blogs of any form.

Member: A member is any individual or club who holds a valid Freestyle Ontario membership. This includes the following membership licenses:

- Try Freestyle
- CanFree 1&2, 3, 4
- Coach
- Associate
- Judge
- Major Official
- User Administrator
- Club

### **POLICY**

Freestyle Ontario recognizes that Social Media provides a unique platform for engaging and interactive discussions that allow the freestyle skiing community to connect and share information. Freestyle Ontario's clubs, members, athletes, staff and volunteers use of Social Media can have the potential to pose risks to Freestyle Ontario's confidential and/or proprietary information, its reputation, and may jeopardize Freestyle Ontario's compliance with its legal obligations.



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Similarly, Freestyle Ontario recognizes the negative impact inappropriate Social Media use can have on Members at an individual level.

In consideration of these factors, all Freestyle Ontario Members including clubs must comply with Freestyle Ontario's Social Media Policy always when using or participating in any form of Social Media applications that currently exist or may exist in the future. Participation includes submitting content, replies or any other form of participating in any postings.

Failure to comply with Freestyle Ontario's Social Media Policy may be considered an Infraction (Minor or Major) under Freestyle Ontario's Discipline Policy and result in Freestyle Ontario taking disciplinary action against any Members in accordance with that policy.

Freestyle Ontario reserves the right to request any Members to remove postings, comments or any other Social Media submissions deemed to constitute a breach of this policy. Failure to comply with Freestyle Ontario's request for removal may result in disciplinary action.

Through use of Social Media, Members must not:

1. Post racist, sexist, discriminatory, inflammatory, homophobic, transphobic, defamatory, derogatory, abusive, threatening or obscene statements or material about others, including without limitation:
  - Freestyle Ontario as an organization;
  - Freestyle Ontario Members;
  - Freestyle Ontario sponsors and partners including ski areas and resort staff;
  - Freestyle Ontario events, camps, teams, or member programs;
  - and the broader skiing and sport community.
2. Post any statements that have the potential to directly or indirectly damage Freestyle Ontario's name, brand or reputation or that of its Members, sponsors or partners including ski areas and resort staff.

## **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.
- Assume that every online posting made is permanent.



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## **DON'T**

- Use Social Media to air a personal grievance with an individual or organization.
- 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.