

# **Bowls Sask Social Media Use Policy**

## **Definitions**

1. The following terms have these meanings in this Policy:
  - a) “*Social media*” – The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, YouTube, Instagram, Snapchat, Facebook, and Twitter
  - b) “*Bowls Sask branded social media*” – Official social media engagement by Bowls Sask including Bowls Sask Facebook page(s), Twitter feed, photo sharing accounts, YouTube channels, blogs, or other social media engagement; both those that exist currently and those that will be created by Bowls Sask in the future
  - c) “*Representative*” – All individuals employed by, or engaged in activities on behalf of Bowls Sask. Representatives include staff, directors and officers of Bowls Sask, committee members, and volunteers.

## **Purpose**

2. Bowls Sask encourages the use of social media by its Representatives to enhance effective internal communication, build the Bowls Sask brand, and interact with members. Since there is so much ambiguity in the use of social media, Bowls Sask has created this policy to set boundaries and standards for Representatives’ social media use.

## **Application of this Policy**

3. This Policy applies to all Representatives

## **Representatives’ Responsibilities**

4. Bowls Sask Representatives will not:
  - a) Use social media for the purpose of fraud or any other activity that contravenes the laws of Canada, Bowls Sask *Code of Conduct and Ethics*, or any other applicable jurisdiction
  - b) Impersonate any other person or misrepresent their identity, role, or position with Bowls Sask
  - c) Display preference or favouritism with regard to clubs, athletes, or other members
  - d) Upload, post, email, or otherwise transmit:
    - i. Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive of another person’s privacy, or otherwise objectionable
    - ii. Any material which is designed to cause annoyance, inconvenience, or needless anxiety to others
    - iii. Any material that infringes on the patent, trademark, trade secrets, copyright, or other proprietary right of any other party
    - iv. Any material that is considered Bowls Sask confidential information or intellectual property
5. Representatives shall refrain from discussing matters related to Bowls Sask operations on Representatives’ personal social media. Instead, matters related to Bowls Sask or its operations should be handled through more official communication channels (like email) or through the Bowls Sask branded social media.
6. Representatives must engage with social media only in the context(s) described in their contract of employment, volunteer position, or position with Bowls Sask. For example, a Bowls Sask Board Member shall not represent Bowls Sask in answering a question on Bowls Sask branded social media that is directed at, and better addressed in more official communication channels by the Office Manager.

7. Representatives shall use their best judgment to respond to controversial or negative content posted by other people on Bowsl Sask branded social media. In some cases, deletion of the material may be the most prudent action. In other cases, responding publicly may be preferred. If a Representative questions the correct action to take, the Representative shall consult with another Representative who has more decision-making authority at Bowsl Sask.
8. Representatives shall use a clear and appropriate writing style.

### **Bowls Sask Responsibilities**

9. Bowls Sask will:
  - a) Ensure that Representatives only use social media in a positive manner when connecting with others
  - b) Properly vet and understand each social medium before directing Representatives to engage with, or create Bowls Sask branded social media
  - c) Ensure that Representatives balance personal and professional information posted via social media and inform Representatives that a balance is necessary and positive

### **Enforcement**

10. Failure to adhere to this Policy may permit discipline in accordance with Bowls Sask *Discipline and Complaints Policy*, legal recourse, or termination of employment/volunteer position.