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9.1 SOCIAL MEDIA POLICY

Introduction

1. OCPSA encourages individuals to engage with social media but cautions that such engagement must meet the standard of conduct and behaviour outlined by OCPSA's *Code of Conduct and Ethics*. Conduct and behaviour falling short of this standard may be subject to OCPSA's *Discipline and Complaints Policy*.
2. In particular, Members and Representatives who engage with social media must understand that, though they are a representative of OCPSA, they do not represent OCPSA. It should be clear to persons following a Member's or Representative's social media activity that the Member or Representative is not speaking on behalf of OCPSA.

Purpose

3. The purpose of this Policy is to educate the OCPSA Community on the risks of social media and to ensure all Members (including Teams as a whole) and Representatives are aware that conduct deemed to be inappropriate may be subject to disciplinary action by the OCPSA.

Definitions

4. The following terms have these meanings in this Policy:
 - a) "*Individuals*" - OCPSA Representative, parents/guardians of OCPSA Representatives, other participants in OCPSA programs and activities, and spectators at OCPSA events.
 - b) "*OCPSA*" – Ontario Cerebral Palsy Sport Association.
 - c) "*OCPSA Representative OR Member*" - Any director, officer, committee member, employee, volunteer, coach, athlete, official, referee, manager and member within OCPSA.
 - d) "*Social media*" – The catch-all term that is applied broadly to computer-mediated communication media such as blogs, YouTube, Facebook, Instagram, Tumblr, and Twitter.

Application

5. For the purpose of this Social Media Policy, the Policy will encompass public communications through such internet mediums and websites as Twitter, Facebook, MySpace, LinkedIn, Foursquare and any other social media network that allows users to communicate online as well as other forms of electronic communication, but not limited to, methods such as 'BBM' or 'texting'.

6. The Policy will be applicable to all OCPSA Members and Representatives. OCPSA recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. OCPSA also respects the right of all individuals and Teams to express their views publicly. At the same time we must be aware of the dangers social media and networking can present.

Conduct and Behaviour

7. As per OCPSA's *Discipline and Complaints Policy* and *Code of Conduct and Ethics*, the following social media conduct may be considered minor or major infractions at the discretion of OCPSA:
 - a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an Individual, at OCPSA, or at other persons connected with OCPSA.
 - b) Posting a picture, altered picture, or video on a social medium that is harmful, disrespectful, insulting, or otherwise offensive, and that is directed at an Individual, at OCPSA, or at other persons connected with OCPSA.
 - c) Creating or contributing to a Facebook group, webpage, blog, or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about OCPSA, its stakeholders, or its reputation
 - d) Any instance of cyber-bullying or cyber-harassment between one Individual and another Individual (including a teammate, coach, opponent, volunteer, or official), 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 behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour.
8. All conduct and behaviour occurring on social media may be subject to OCPSA's *Discipline and Complaints Policy* at the discretion of OCPSA.

Individual Responsibilities

9. Individuals acknowledge that their social media activity may be viewed by anyone including OCPSA.
10. If OCPSA 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 OCPSA to cease this engagement.
11. When using social media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with OCPSA.
12. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to OCPSA's *Discipline and Complaints Policy*.
13. A person who believes that an Individual's social media activity is inappropriate or may violate OCPSA's policies and procedures should report the matter to OCPSA in the manner outlined by OCPSA's *Discipline and Complaints Policy*.