

Sail Nova Scotia Social Media Policy

Effective date	June 13, 2023
Initial Approved Date	June 13, 2023
Date last reviewed	
Archived date	
Replaces and/or amends	
Appendix(-ces) to this Policy	

Note: The Safe Sport Policy Suite Definitions apply to this policy, please refer to that document for term definitions. Our Safe Sport policies follow the legal practice of capitalized defined terms to assist the reader in identifying that the term has a specific meaning within the policy suite.

Purpose

1. Through rapid changes in technology and the growth of Social Media platforms and the internet, communication and information sharing has profoundly changed. Social Media and mobile device technology brings many opportunities but also an increased threat to privacy, the risk of sharing proprietary corporate information and opportunity for Code of Conduct incidents; both innocent and intended. Sail Nova Scotia recognizes the importance of Social Media platforms and online communities such as, but not limited to, Facebook, LinkedIn, YouTube and Twitter, and their importance in information sharing and education.

Scope

2. This Policy applies to all Individuals.

Policy

3. Sail Nova Scotia is aware that Individual interaction and communication occurs frequently on Social Media. The principles and guidelines that apply to any/all organization activities in general, as found in the Code of Conduct, apply to all online activities. Sail Nova Scotia cautions Individuals that any conduct falling short of the standard of behaviour required by this Social Media Policy and the Code of Conduct may be subject to the disciplinary sanctions identified within the Discipline and Complaints Policy.

Conduct and Behaviour

4. The following Social Media conduct may be subject to disciplinary action in accordance with the Discipline and Complaints Policy:
 - a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a Social Medium
 - b) Posting a picture, altered picture, or video on a Social Medium that is harmful, disrespectful, insulting, or otherwise offensive,
 - c) Creating or contributing to a Social Medium vehicle, such as a Facebook group, webpage, Instagram account, Twitter feed, blog, or online forum, devoted solely or in part to promoting negative or disparaging remarks or commentary about Sail Canada, Sail Nova Scotia, or a Member Organization, or their stakeholders, or their reputation

- d) Inappropriate personal or sexual relationships over a Social Medium between Individuals who have a Power Imbalance in their interactions, such as between Athletes and coaches, Directors and Officers, committee members and staff, umpires, officials, and Athletes, etc.
- e) Any instance of cyber-bullying or cyber-harassment, 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 or unwelcome behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour.
- f) Any instance in which a Social Medium has been a vehicle in violating confidentiality obligations related to any complaints and/or investigations.

Individuals' Responsibilities

- 5. Individuals acknowledge that their Social Media activity may be viewable and viewed by anyone, including Sail Canada, Sail Nova Scotia, or Member Organizations or Individuals.
- 6. When using Social Media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with Sail Nova Scotia.
- 7. Removing content from Social Media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to the Discipline and Complaints Policy.
- 8. An Individual who believes that another Individual's Social Media activity is inappropriate or may violate the policies and procedures of Sail Nova Scotia should Report the matter in the manner outlined by the Discipline and Complaints Policy.
- 9. Confidentiality of member and participant information must be maintained. Consequences of breaches in confidentiality may be far reaching and, in most cases, not anticipated at the time of occurrence. Any of these situations could jeopardize an Individual's or organization's experience, effective job performance, and place the organization and staff member in contravention of legislation and legal risk.
- 10. Everyone should be cognizant of standards of member and participant privacy and confidentiality. Privacy and confidentiality must be maintained in all environments, including online, and must at all times refrain from posting identifiable member or participant information of any kind online.

Sail Nova Scotia Social Media

- 11. Organization representation, including specific programs or teams, via online Social Media platforms can only be initiated and authorized by the Executive Director. Any accounts existing without prior authorization as required above will be subject to review and may be amended or removed.
- 12. The Executive Director will identify specific employees/volunteers who will be given access to communicate via official Sail Nova Scotia Social Media accounts.
- 13. Appropriate training sessions will take place with those granted access to communicate on behalf of the organization.
- 14. In the event of an emerging crisis or potentially harmful information (whether through Social Media or traditional media), all communication will originate only from Sail Nova Scotia designated spokespeople.

15. If Sail Nova Scotia 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 Sail Nova Scotia to cease this engagement.

Enforcement

16. Any alleged violations of this Social Media Policy shall be addressed pursuant to Sail Nova Scotia's Discipline and Complaints Policy.

Privacy

17. The collection, use and disclosure of any personal information pursuant to this Policy is subject to Sail Nova Scotia's Privacy Policy.