

CANADIAN POWERLIFTING UNION
Social Media Guidelines, Social Media Use Policy and Social Media Policy

<u>Table of Contents</u>	<u>PAGE</u>
Social Media Guidelines	2
Definitions	2
Purpose	2
Social Media Guidelines for Coaches	2
Social Media Guidelines for Athletes	3
Association Responsibilities	4
Social Media Use Policy	5
Definitions	5
Purpose	5
Application of this Policy	5
Representatives' Responsibility	5
CPU Responsibility	6
Enforcement	6
Social Media Policy	7
Definitions	7
Preamble	7
Application of this Policy	7
Conduct and Behaviour	7
Participant Responsibility	8

CANADIAN POWERLIFTING UNION

Social Media Guidelines

Definitions

1. The following term has this meaning in these Guidelines:
 - a) “*Social media*” – The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, the CPU website forum, YouTube, Facebook, Instagram, Tumblr, and Twitter.

Purpose

2. These Guidelines provide coaches and athletes with tips and suggestions for social media use. Coaches and athletes are strongly encouraged to develop their own strategy for social media use (either written down or not) and ensure that their strategy for social media use is acceptable pursuant to the CPU’s *Code of Conduct and Ethics*.
3. Given the nature of social media as a continually developing communication sphere, the CPU trusts its coaches and athletes to use their best judgment when interacting with social media. These Guidelines are not hard and fast rules or behavioural laws; but rather ideas that will inform coaches’ and athletes’ best judgment.

Social Media Guidelines for Coaches

4. The following tips should be used by coaches to inform their own strategy for social media use:
 - a) Choosing not to engage with social media is an acceptable social media strategy. But you must have good reasons for your choice and be active in other communication media
 - b) Despite what Facebook says, you are not actually “friends” with athletes. Resist commenting on athletes’ personal activities, status updates, or tweets on Twitter
 - c) Consider monitoring or being generally aware of athletes’ public social media behaviour to ensure compliance with the CPU’s *Code of Conduct and Ethics*
 - d) Coaches may not demand access to an athlete’s private posts on Twitter or Facebook
 - e) Do not “friend” athletes on Facebook unless they request the connection. Never pressure athletes to “friend” you
 - f) If you accept some “friend” requests, or follow one athlete on Twitter, you should accept all friend requests and follow all the athletes. Be careful not to show favouritism on social media
 - g) Consider managing your social media so that athletes do not have the option to follow you on Twitter or “friend” you on Facebook
 - h) Seek permission from athletes before posting pictures or videos of the athletes on publicly available social media like a blog or on YouTube
 - i) Do not use social media to ‘trap’ athletes if they say one thing to you in person but their social media activity reveals they were doing something different
 - j) Keep selection decisions and other official team business off social media
 - k) Never require athletes to join Facebook, join a Facebook group, subscribe to a Twitter feed, or join a Facebook fan page about your team or organization

- l) If you create a fan page on Facebook for your team or athlete, do not make this social media site the exclusive location for important information. Duplicate important information in more official channels (like on a website or via email)
- m) Ensure that parents are aware that some coach-athlete interactions may take place on Facebook
- n) Exercise appropriate discretion when using social media for your own personal communications (with friends, colleagues, and other athletes) with the knowledge that your behaviour may be used as a model by your athletes
- o) Avoid association with Facebook groups or Twitter feeds with explicit sexual contact or viewpoints that might offend or compromise the coach-athlete relationship
- p) Never misrepresent yourself by using a fake name or fake profile
- q) Be aware that you may acquire information about an athlete that imposes an obligation of disclosure on your part (such as seeing pictures of underage athletes drinking during a trip)
- r) Attempt to make communication with athletes in social media as one-sided as possible. Be available for athletes if they initiate contact via social media – athletes may wish to have this easy and quick access to you – but avoid imposing yourself into an athlete’s personal social media space unless explicitly requested to do so

Social Media Guidelines for Athletes

5. The following tips should be used by athletes to inform their own strategy for social media use:
 - a) Set your privacy settings to restrict who can search for you and what private information other people can see
 - b) Coaches, teammates, officials, or opposing competitors may all add you to Facebook or follow you on Twitter. You are not required to follow anyone or be Facebook friends with anyone
 - c) If you feel harassed by someone in a social medium, report it to your coach, club official, or to the CPU
 - d) Do not feel pressure to join a fan page on Facebook or follow a Twitter feed
 - e) Content posted on a social medium, relative to your privacy settings, is considered public. In most cases, you do not have a reasonable expectation of privacy for any material that you post
 - f) Avoid posting pictures of, or alluding to, participation in illegal activity such as: speeding, physical assault, harassment, drinking alcohol (if underage), and smoking marijuana
 - g) Model appropriate behaviour in social media befitting your status as a) an elite athlete, and b) a member of your association and of the CPU. As a representative of the CPU, you have agreed to the CPU’s *Code of Conduct and Ethics* and must follow that Code when you post material and interact with other people through social media
 - h) Be aware that your public Facebook page, Instagram or Twitter feed may be monitored by your club, coach, or by the CPU and content or behaviour demonstrated in social media may be subject to sanction under the CPU’s *Discipline and Complaints Policy*

Association Responsibilities

6. Associations should not attempt to impose social media restrictions onto coaches or athletes. There are many situations where social media contact is desirable and necessary; yet many situations where social media contact is unwanted and risky. Coaches and athletes should be trusted, pursuant to the CPU's *Code of Conduct and Ethics*, to navigate social media using their best judgment.
7. Associations should monitor social media use by its athletes and coaches and should consider regular surveys and reviews to understand how coaches and athletes are using social media. Coaches and athletes may need to be reminded that behaviour in social media is still subject to the CPU's *Code of Conduct and Ethics*.
8. Complaints and concerns about an athlete's or a coach's conduct or behaviour in social media can be addressed under the CPU's *Discipline and Complaints Policy*.

CANADIAN POWERLIFTING UNION

Social Media Use Policy

The Social Media Use Policy is a different document than the Social Media 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, the CPU website forum, YouTube, Facebook, Instagram, Tumblr, and Twitter.
 - b) “*CPU-branded social media*” – Official social media engagement by the CPU including the CPU’s Facebook page(s), Twitter feed, photo sharing accounts, YouTube channels, blogs, or other social media engagement; those that exist currently and those that will be created by the CPU in the future
 - c) “*Representative*” – All individuals employed by, or engaged in activities on behalf of, the CPU. Representatives include, but are not limited to, staff, administrators, Directors and Officers of the CPU, committee members, and volunteers.

Purpose

2. The Canadian Powerlifting Union (CPU) encourages the use of social media by its Representatives to enhance effective internal communication, build the CPU brand, and interact with members. Since there is so much ambiguity in the use of social media, the CPU 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. CPU Representatives will not:
 - a) Use social media for the purpose of fraud or any other activity that contravenes the laws of Canada, the CPU’s *Code of Conduct and Ethics*, or any other applicable jurisdiction
 - b) Impersonate any other person or misrepresent their identity, role, or position with the CPU
 - c) Display preference or favouritism with regard to associations, 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 or 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 the CPU’s confidential information or intellectual property

5. Representatives shall refrain from discussing matters related to the CPU or its operations on Representatives' personal social media. Instead, matters related to the CPU or its operations should be handled through more official communication channels (such as email) or through CPU-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 the CPU. For example, a CPU Head Coach shall not represent the CPU in answering a question on CPU-branded social media that is directed at, and better addressed in more official communication channels by, the CPU's Treasurer.
7. Representatives shall use their best judgment to respond to controversial or negative content posted by other people on the CPU-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 the CPU.
8. Representatives shall use a clear and appropriate writing style.

CPU Responsibilities

9. The CPU 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, CPU-branded social media
 - c) Host expert training sessions on the topic of social media; in the event that the social media engagement directed by the CPU is unclear or not fully understood
 - d) Ensure that Representatives balance personal and professional information posted via social media and inform Representatives that a balance is necessary and positive
 - e) Monitor Representatives' use of social media

Enforcement

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

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Social Media Policy

The Social Media Policy is a different document than the 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, the CPU website forum, YouTube, Facebook, Instagram, Tumblr, and Twitter.
 - b) “*Individuals*” – Individuals employed by, or engaged in activities with, the Canadian Powerlifting Union (CPU) including, but not limited to, athletes, coaches, convenors, referees, officials, volunteers, managers, administrators, committee members, medical and paramedical personnel, and Directors and Officers of the CPU
 - c) “*Case Manager*” – The person or organization appointed by the CPU to oversee management and administration of complaints.

Preamble

2. The CPU is aware that Individual interaction and communication occurs frequently on social media. The CPU cautions Individuals that any conduct falling short of the standard of behaviour required by the CPU’s *Code of Conduct and Ethics* will be subject to the disciplinary sanctions identified within the CPU’s *Discipline and Complaints Policy*.

Application of this Policy

3. This Policy applies to all Individuals as defined in the Definitions.

Conduct and Behaviour

4. Per the CPU’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 the Case Manager:
 - a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an Individual, at the CPU, or at other individuals connected with the CPU
 - 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 a Individual, at the CPU, or at other individuals connected with the CPU
 - 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 the CPU, 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.

5. All conduct and behaviour occurring on social media may be subject to the CPU's *Discipline and Complaints Policy* at the discretion of the Case Manager.

Participant Responsibilities

6. Participants acknowledge that their social media activity may be viewed by anyone; including the CPU and the Individual's provincial/territorial or local Powerlifting associations.
7. If the CPU 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 the CPU to cease this engagement.
8. When using social media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with the CPU.
9. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to the CPU's *Discipline and Complaints Policy*.
10. An individual who believes that a Individual's social media activity is inappropriate or may violate the CPU's policies and procedures should report the matter to the CPU in the manner outlined by the CPU's *Discipline and Complaints Policy*.