



POLICY ON RESPONSIBLE USE OF SOCIAL MEDIA

Definitions

1. The following terms have these meanings in this Policy:
 - a. **Active Members** - All categories of membership defined in the Volleyball Canada Bylaws.
 - b. **Harassment** – A course of vexatious comments or conduct against an Individual or Individuals, which is known or ought to reasonably be known to be unwelcome. Types of behaviour that constitute Harassment include, but are not limited to:
 - i. Condescending or patronizing behaviour which is intended to undermine self- esteem, diminish performance or adversely affect working conditions;
 - ii. Deliberately excluding or socially isolating a person from a group or team;
 - iii. Hazing, which is any form of conduct which exhibits any potentially humiliating, degrading, abusive, or dangerous activity expected of a junior-ranking person by a more senior person, which does not contribute to either person’s positive development, but is required to be accepted as part of a team or group, regardless of the junior-ranking person’s willingness to participate. This includes, but is not limited to, any activity, that sets apart or alienates any person or persons;
 - iv. Leering or other suggestive or obscene gestures;
 - v. Persistent sexual flirtations, advances, requests, or invitations;
 - vi. Persistent unwelcome remarks, jokes, comments, innuendo, or taunts;
 - vii. Physical or sexual assault;
 - viii. Practical jokes that endanger a person’s safety, or may negatively affect performance;
 - ix. Racial harassment, which includes racial slurs, jokes, name calling, or insulting behaviour or terminology that reinforces stereotypes or discounts abilities because of racial or ethnic origin;
 - x. Unwanted physical contact including, but not limited to, touching, petting, pinching, or kissing;
 - xi. Retaliation or threats of retaliation against a person who reports Harassment to Volleyball Canada or to a Provincial/Territorial Association; and
 - xii. Written or verbal abuse, threats, or outbursts.
 - c. **Individual(s)** – refers to all categories of members and/or registrants defined in the Bylaws of Volleyball Canada as well as all people employed by, contracted by, or engaged in activities with or on behalf of, Volleyball Canada including, but not limited to, employees, contractors, athletes, volleyball clubs, coaches, mission staff, referees, volunteers, managers, administrators, committee members, parents or guardians, spectators, and directors and officers.
 - d. **Social Media** – The catch-all term that is broadly applied to online communication media such as, but not limited to, blogs, YouTube, Facebook, Twitter, Instagram, Tumblr, TikTok, and Snapchat, among others.

Policy Statement

2. Volleyball Canada recognizes that social media and related messaging applications, used in a responsible manner, are effective communications and marketing tools for a rapidly growing number of participants.



Purpose

3. This policy provides Active Members and Individuals with guidelines for the responsible use of social media.

Scope and Application

4. This policy applies to all Active Members and Individuals as identified above.
5. Conduct and behaviour falling short of the standard outlined in this policy and Volleyball Canada's *Code of Conduct* may be subject to discipline.
6. All conduct and behaviour occurring on Social Media and related messaging applications may be subject to sanction under the Volleyball Canada *Discipline and Complaints Policy*.
7. A person who believes that an individual's Social Media activity is inappropriate or may violate Volleyball Canada's policies and procedures should report the matter to Volleyball Canada in the manner outlined by the *Discipline and Complaints Policy*.

Provisions

8. Given the nature of Social Media, as a continually developing communication sphere, Volleyball Canada trusts its coaches, athletes and referees to use their best judgement when interacting with others through Social Media and related messaging applications.
9. Volleyball Canada encourages Individuals to engage with Social Media, but cautions that such engagement must meet the standard of conduct and behaviour outlined in Volleyball Canada's *Code of Conduct*.
10. Volleyball Canada supports and encourages the rights to freedom of speech, expression and association; including the use of social networks. Nevertheless, as representatives of Volleyball Canada, individuals are held to a higher standard and may be viewed as role models.
11. Individuals are encouraged to embrace Social Media while following these guidelines:
 - a. Understand that Individuals represent Volleyball Canada and their teams. There are no "off hours" when it comes to Social Media.
 - b. Accept that everything posted is on the record and public. The ability to share Social Media communications is very powerful and anything sent to a few can be shared (and/or screen shot) with many thousands in a matter of seconds.
 - c. Choose your language and message wisely.
12. Individuals acknowledge that their Social Media may be viewed by anyone; including but not limited to Volleyball Canada, individuals of all ages, and sponsors.
13. Inappropriate material found by third parties affects the third parties' perception of the Individual, their team or organization, and Volleyball Canada's brand and its programs. This can also be detrimental to an individual's future, including future professional employment.



14. When using Social Media, an individual must model appropriate behaviour befitting the Individual's role and status in connection with Volleyball Canada.
15. The following Social Media conduct may be considered a minor or major infraction, at the discretion of Volleyball Canada:
 - a. Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at another person or group of people.
 - b. Posting a picture, altered picture, or video on a social media medium that is harmful, disrespectful, insulting, or otherwise offensive.
 - c. Creating or contributing to an online group, web page, blog, or online forum devoted solely, or in part, to promoting negative or disparaging remarks or commentary about Volleyball Canada, its stakeholders, or its reputation.
 - d. Any instance of bullying, or harassment between an Individual and another person.
 - e. Appearing in a video, photo or graphic deemed inappropriate or offensive while wearing an official Team Canada Volleyball uniform.

Communications

16. This policy must be effectively communicated to those who will be responsible for upholding the policy, as well as to those who will be responsible for its implementation.

Review

17. This policy will be reviewed annually, or as decided by the Chief Executive Officer and/or the Volleyball Canada Board of Directors.
18. Individuals may provide feedback and recommend changes to Volleyball Canada.
19. This policy should next be reviewed in October 2022.

Approval

20. This Policy was approved by the Volleyball Canada Board of Directors on October 13, 2020.

Approval

21. This Policy was approved by the Volleyball Alberta Board of Directors on August 10, 2021.