



POLICY NO: 8
TITLE: Social Media Policy
Approval Date: February 21, 2023

POLICY STATEMENT

To provide a specific policy around personal social media discussion about your work during working hours and on your own time. This policy applies when using Grande Prairie Regional Sport Connection owned equipment and/or your personal equipment and applies to all employees of the GPRSC.

8.1 Coverage

This policy applies to all persons who are involved with the activities of GPRSC, whether they are in a paid or unpaid/voluntary capacity and including:

- a) Members of GPRSC
- b) Persons appointed or elected to GPRSC boards, committees, and sub-committees
- c) Employees of GPRSC
- d) Individuals or organizations participating in GPRSC events

8.2 Scope

Social Media

Refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This policy is applicable when using social media as:

1. An officially designated individual representing the GPRSC on social media; and
2. If you are posting content on social media in relation to GPRSC that might affect GPRSC business, services, events, sponsors, members, or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to GPRSC or its business, services, events, sponsors, members, or reputation. However, any misuse by you of social media in a manner that does not directly refer to GPRSC may still be regulated by other policies, rules, or regulations of GPRSC.

8.3 Using Social Media in an Official Capacity

As part of the GPRSC you are an extension of the GPRSC brand. As such, the boundaries between when you are representing yourself and when you are representing GPRSC can often be blurred. This becomes even more of an issue as you increase your profile or position within GPRSC. Therefore, it is important that you always represent both yourself and GPRSC appropriately online.

8.4 Guidelines

You must adhere to the following guidelines when using social media related to GPRSC or its business, services, events, sponsors, members, or reputation.

a) Use Common Sense

Whenever you are unsure as to whether the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal, and professional may be blurred. Remember, you are an ambassador for the GPRSC.

b) Protect Your Privacy

You are responsible for protecting yourself and your privacy. When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that an individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

c) Honesty

Your honesty – or dishonesty – may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue, or misleading. If you are unsure, check the source and the facts before uploading or posting anything GPRSC recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

d) Use of Disclaimers

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of GPRSC) and that anything you publish is your opinion and that you are not speaking officially. This is good practice and is encouraged, but do not count on it to avoid trouble — it may not have legal effect.

e) Respect Confidentiality and Sensitivity

When using social media, you must maintain the privacy of GPRSC confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of GPRSC.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

f) Gaining Permission When Publishing a Person's Identifiable Image

You must obtain written permission via waivers, text, or email from an individual to use a direct, clearly identifiable image of that person.

In every instance, you need to have consent of the owner of copyright in the image.

g) Discrimination, Sexual Harassment and Bullying

The public in general, and GPRSC employees and members, reflect a diverse set of customs, values, and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist, or otherwise inappropriate.

When using social media, you are also bound by GPRSC code of conduct.

h) Dealing with Mistakes

If GPRSC makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses GPRSC of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

i) Branding and Intellectual Property of GPRSC

You must not use any of GPRSC's intellectual property or imagery on your personal social media without prior approval from GPRSC.

GPRSC's intellectual property includes but is not limited to:

- Logos
- imagery which has been posted on GPRSC official social media sites or website.

You must not create either an official or unofficial GPRSC presence using the organisation's trademarks or name without prior approval

from GPRSC.

You must not imply that you are authorised to speak on behalf of GPRSC unless you have been given official authorisation to do so by the Executive Director and the Board.

j) Reporting a Breach

If you notice inappropriate or unlawful content online relating to GPRSC or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

Report to Executive Director or the Board Chair.

Employees of GPRSC who breach this policy may face disciplinary action up to and including termination of employment in accordance with GPRSC Progressive Discipline Policy.

k) Appeals

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under Progressive Discipline Policy.

8.5 Related Policies

- Code of Conduct
- Violence and Harassment Policy