



Saskatchewan Speed Skating Association

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Social Media Policy

Purpose: The purpose of the Social Media Policy is to ensure that use of Social Media by the Saskatchewan Amateur Speed Skating Association (SASSA) employees and volunteers strategically supports the goals and objectives of SASSA. In addition it adheres to the Code of Conduct and legal/privacy requirements.

Social Media Defined: "Social Media" refers to any online communication used to share information, opinions, and connect with others. Social Media includes a variety of formats such as photographs, text, graphics, video, and real-time discussions.

Social Media includes: Twitter, Facebook, Instagram, Snapchat, YouTube, Blogs, LinkedIn, Pinterest, Flickr, Foursquare, texting, and any other forms of communication online. Incidents will be held to the same standards of other media, such as, radio, television, and print. This policy applies to any current Social Media Channels and any new channels available in the future.

Use of Social Media by SASSA representatives will:

- Support Saskatchewan Speed Skating in its efforts to communicate timely and accurate information in a manner that reflects the principles/values of the organization.
- Adhere to copyright rules and regulations for publishing copy, photography and graphics.
- Adhere to laws governing privacy, human rights, and intellectual property rights.
- Be respectful. Inappropriate material as determined by SASSA will be removed immediately. This includes profanity, drugs or alcohol, violence, or any other illegal acts. In addition, this can include but is not limited to: text or photos related to alcohol and/or drugs, texts or photos that are deemed as harassment by the Code of Conduct and text or photos that contain inappropriate language (swearing, racism, etc.).
- Know that the internet is permanent. Whatever anyone posts online will essentially stay there, even if you have attempted to remove it.
- Inappropriate actions on social media by coaches, officials, volunteers, athletes or anyone else associated with SASSA will be subject to disciplinary action.
- Failure to abide by this policy will result in disciplinary action as per the Code of Conduct.

Guidelines for Use of Social Media: Social Media Channels are tools, that if used strategically as part of your plan to achieve the goals and objectives with your identified audience, can help create public awareness of programs and services, engage with your audience in a meaningful way, and provide a rich experience for collaboration. When using Social Media, the same principles of ethical and lawful conduct that guide your day to day behaviour also apply to your use of Social Media.

Governance/Enforcement: To report non-compliance of the Social Media Policy, please contact the SASSA Executive Director at sassa@sasktel.net. The SASSA Executive Director will report any issues to the SASSA Board of Directors for review.