

Alberta Roller Derby Association: Social Media Policy

Application

The Alberta Roller Derby Association (ARDA) Social Media Engagement Policy applies to affiliated teams, leagues or any other entity.

Team and/or League Members: players; coaches; officials; spectators; administrators; and all people reasonably connected to ARDA must comply with the Policy.

Introduction

ARDA acknowledges that Social Media has increasing prevalence in both the professional and private lives of its Members. ARDA recognises the value in using Social Media to build more meaningful relationships with the general public, communities and other relevant stakeholders.

Social Media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content in ways that can be beneficial for Skating.

Purpose & Scope

This ARDA Social Media Engagement Policy (Social Media Policy) sets out ARDA's expectations of its Members when engaging with Social Media. Recognising that commonly-held perceptions of "social media" are likely to change from time to time, "Social Media" for the purpose of this Social Media Policy is specifically not limited to certain digital platforms.

However, ARDA considers each of the following platforms/internet programs/digital interfaces as Social Media for the purpose of this Policy:

- External and internal social networking sites (eg Facebook, Twitter, Linked In, Reddit and Tumblr)
- Video and photo sharing websites (eg Flickr, YouTube, Instagram, Pinterest)
- Micro-blogging sites (eg Twitter)
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications (eg. 'comments' or 'your say' features)
- Forums and discussion boards (eg Yahoo! Groups or Google Groups)
- Online encyclopaedias (eg Wikipedia)
- Instant messaging (including SMS)
- Vod and Podcasting
- Any other website that allows individual users or companies to use simple publishing tools. (Social Media)



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Non-Official Social Media Engagement Risks

ARDA recognises that Members will from time to time engage with Social Media in a non-official, personal capacity. This Policy does not intend to discourage nor unduly limit personal expression or online activities.

However, Members should recognise the risk and damage that may be caused (either directly or indirectly) to ARDA and it's members affiliated Team and/or League in certain circumstances.

Some of the risks Members take by engaging in non-official Social Media include, but are not limited to:

- Unintentional Social Media content publication to a private audience
- Unintentional Social Media content publication by a 3rd party to a private audience
- Unintentional Social Media content publication to a public audience
- Unintentional Social Media content publication by a 3rd party to a public audience
- Social Media "hacking"

It is the expectation of ARDA that all Members who engage in non-official Social Media are aware of the risks associated with Social Media.

Non-Official Social Media Engagement Consequences

It is the expectation of ARDA that Members understand that the risks of engaging in non-official Social Media listed above, as well as others, may result in the publication of content which, without limitation:

- Breaches employment obligations
- Breaches the Anti-discrimination Policy
- Damages the brand and reputation of ARDA or its member Teams and/or Leagues, as the case may be
- Misrepresents a personal view as that of ARDA and/or affiliated team or league
- Is criminal in nature or might otherwise give rise to the breach of a civil law.

Members are advised that engaging in Social Media may result in disciplinary action.

Official Social Media Engagement by Alberta Roller Derby Association

To ensure a consistent and controlled approach, only a select number of representatives of ARDA are authorised to speak to the media in an official capacity.

This also applies to representing ARDA and/or its affiliated Teams or Leagues on Social Media. Before engaging in Social Media as a representative of ARDA you must be formally authorised to comment.



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You may not comment as a representative of the ARDA unless you are authorised to do so by the ARDA President.

Once authorised to comment as a representative of ARDA, you must:

- Disclose and comment only on information classified as public domain information
- Ensure that all content published is accurate and not misleading and complies with all relevant policies and agreed positions
- Comment only on your area of expertise and authority (unless otherwise approved by ARDA)
- Ensure comments are respectful of the community in which you are interacting online
- Respect copyright laws and fair use of copyrighted material and attribute work to the original author/source wherever possible
- Adhere to the Terms of Use of the relevant Social Media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws

Conditions of Official Alberta Roller Derby Association Social Media Engagement

If you are authorised to comment as a representative of ARDA you must not publish, or otherwise permit the publication by a 3rd party of, content which, without limitation:

- Breaches employment obligations
- Breaches ARDA policies as well as any policy incorporated to it by reference including, but not limited to, breaches of the Anti-discrimination Policy
- Damages, or is likely to damage, the brand and reputation of Skate Victoria
- Misrepresents a personal view as that of ARDA as the case may be
- Is criminal in nature or might otherwise give rise to the breach of a civil law

Inappropriate Social Media Engagement

For illustrative purposes, ARDA is likely to consider the following engagement in Social Media as inappropriate:

- Using discriminatory, defamatory, abusive or otherwise objectionable language in content
- Accessing, downloading or transmitting any kind of sexually explicit material, violent and/or graphic images (without medical purpose)
- Accessing, downloading or transmitting information on the use and construction of weapons, explosives and/or other tools of violence or terrorism
- Accessing, downloading or transmitting any material deemed to be illegal under the Canadian Criminal Code
- Accessing, downloading or transmitting hate speeches and/or racist material
- Breaching the reasonable expectation of privacy of a person



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- Attempting to gain unauthorised access to the computing resources of ARDA and/or its affiliated Teams and Leagues.

Complaints, Investigation & Discipline

If a Member holds a good faith belief that content has been published on Social Media in contravention of this Policy, or which is otherwise inappropriate or unlawful and relates to ARDA which includes affiliated teams/leagues, the Member may make a complaint about the content in accordance with Grievance and Appeal Policy.

The President of ARDA may order an investigation into the content in accordance with Grievance and Appeal Policy. If a Member is reasonably believed to have breached this policy, the matter may be referred to the Grievance Officer in accordance with the ARDA Grievance and Appeal Policy.

If the ARDA President (or nominee) deems the Social Media activity of any Member to be inappropriate, they may take whatever action they consider to be reasonably necessary in the circumstances.

