



CANADA BASKETBALL 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, YouTube, Facebook, Instagram, Tumblr, and Twitter.
 - b) “*Individual*”- National Participants as defined in the Canada Basketball Bylaws, as well as all individuals employed by or engaged in activities with Canada Basketball, including but not limited to, athletes, coaches, officials, volunteers, directors, officers, team managers, team captains, medical and paramedical personnel, administrators, and employees.
 - c) “*Case Manager*” – The person or organization appointed by Canada Basketball to oversee management and administration of complaints.

Preamble

2. Canada Basketball encourages Individuals to engage with social media but cautions that such engagement must meet the standard of conduct and behaviour outlined by Canada Basketball's *Code of Conduct and Ethics*. Conduct and behaviour falling short of this standard may be subject to Canada Basketball's *Discipline and Complaints Policy*.
3. In particular, athletes who engage with social media must understand that, though they are a representative of Canada Basketball, they do not represent Canada Basketball. It should be clear to persons following an athlete's social media activity that the athlete is not speaking on behalf of Canada Basketball.

Application

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

Conduct and Behaviour

5. Per the Canada Basketball *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 Canada Basketball, or at other persons connected with Canada Basketball
 - 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 an Individual, at Canada Basketball, or at other persons connected with Canada Basketball

- 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 Canada Basketball, 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.
6. All conduct and behaviour occurring on social media may be subject to the Canada Basketball *Discipline and Complaints Policy* at the discretion of the Case Manager.

Individuals Responsibilities

- 7. Individuals acknowledge that their social media activity may be viewed by anyone; including Canada Basketball and the Individual's provincial/territorial or local Basketball associations.
- 8. If Canada Basketball 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 Canada Basketball to cease this engagement.
- 9. When using social media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with Canada Basketball.
- 10. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to the Canada Basketball *Discipline and Complaints Policy*.
- 11. A person who believes that an Individual's social media activity is inappropriate or may violate Canada Basketball's policies and procedures should report the matter to Canada Basketball in the manner outlined by the Canada Basketball *Discipline and Complaints Policy*.
- 12. This policy was approved by the Canada Basketball Board of Directors on the 25th day of May, 2013.