



Social Media Policy

Scope

This policy is applicable to all Board Members of Cheer Manitoba (the organization). This policy would also be applicable to third parties who engage in social media activities on behalf of Cheer Manitoba.

Purpose

With the rise of new media and next generation communications tools, the way in which people communicate continues to evolve. Every day, online conversations are occurring where people comment on and discuss businesses, organizations and brands including ours. The Organization recognizes that it is critically important that we participate in these online conversations and is committed to ensuring that our Board Members do so in the right way.

The purpose of this policy is to provide Board Members with requirements and guidelines for participation in social media, including Cheer Manitoba-sponsored social media (including but not limited to our Website, Facebook, Twitter and Instagram accounts), and in non-Cheer Manitoba social media activities, in which the Board Member affiliation with Cheer Manitoba is known, identified or presumed.

Social media may be used by Board Members for Cheer Manitoba related purposes, subject to the rules set forth in this policy. These rules are intended to ensure compliance with legal and regulatory restrictions, and privacy and confidentiality agreements. This policy also aims to ensure that content associated with a Cheer Manitoba-identifiable individual is consistent with the member's role within the organization, furthers Cheer Manitoba's organizational objectives, positively builds the Cheer Manitoba brand and does not compromise the organizations brands, programs, credibility and/or reputation. This policy is subject to periodic revision at the discretion of the Executive Officers of the organization.

Policy

The same principles that apply to how Board Members conduct business in the physical world and communicate through traditional media channels apply in the online social media space. All social media activities must be conducted with the highest standard of honesty, integrity, and in compliance with legal and regulatory requirements. When engaging in social media activities, Board Members should use sound judgement and common sense, adhere to the Organization's values and represent Cheer Manitoba in a responsible, positive and mature manner. Board Members should refrain from stating personal opinions where it could be assumed this opinion is the express opinion of, or view of Cheer Manitoba as an organization.



Social media includes, but it not limited to:

Multi-media and social networking websites including but not limited to Website, Facebook, Instagram, LinkedIn, Twitter, Flickr, Yelp, Snap Chat, You Tube, Blogs, Podcasts, Discussion Forums, and Wikis such as Wikipedia and any other site where text can be posted.

Organizational Use and Disclosure

If a Board Member has been specially assigned to perform an online activity related to the Board Members' role within the organization, the Board Member must ensure that her/his online conduct is appropriate and in line with the Organization's policies, understanding that the Board Member's actions directly reflect on the Organization, and a Board Member is required to adhere to the guidelines set out herein.

While engaging in the use of social media for Cheer Manitoba purposes, the Board Member must refrain from identifying a relationship with the organization which disparages the Organization, it's Board Members, or any of the organization's Members, Athletes, Business Affiliates or Competitors.

- A Board Member will not post any material that is obscene, defamatory, profane, libelous, threatening, harassing, abusive, insulting, hateful, discriminatory, racist, sexist or embarrassing to another person or entity.
- A Board Member must always consider the privacy of others and avoid discussing topics that may be inflammatory eg: politics, religion
- A Board Member will not post content or conduct any activity that fails to conform to all applicable laws. As this relates to copyright law, a Board Member will ensure that he/she has permission to use or reproduce any copyright text, photos, graphics, video or other materials owned by, or licensed to others. Board Members performing social media activities on behalf of the Organization are permitted to use Cheer Manitoba logos and marks in an appropriate manner and in compliance with brand standards and guidelines.
- A Board Member will not respond to negative or disparaging comments about the Organization, unless he/she has been expressly identified as an official Cheer Manitoba spokesperson. If a Board Member encounters negative or positive remarks about the Organization that he/she believes are important, the Board Member should forward those immediately to the Cheer Manitoba president at cheermanitoba.president@gmail.com.



- A Board Member will not comment on matters involving legal issues, litigation or parties involved in litigation with the Organization.
- A Board Member will use sound judgement and common sense when participating in social media activities. A Board Member is personally responsible for his/her words and actions. If a Board Member has any doubt about the content that he/she is about to post, it SHOULD NOT be posted. If in doubt, the Board Member should discuss the matter with one of the Cheer Manitoba officers.
- A Board Member must remember that he/she will be perceived as representing Cheer Manitoba and, as such, all of his/her posts must be reflect positively on Cheer Manitoba, the sport and its participants, and further Cheer Manitoba's Mission, Values and Objectives where possible.
- A Board Member who is authorized to communicate as a representative of Cheer Manitoba must always disclose his/her name, position and affiliation.

Cheer Manitoba Sponsored Accounts

All Cheer Manitoba-sanctioned accounts and/or accounts or other “presence” on social media sites and channels (ie Facebook, Twitter, LinkedIn, Instagram) must be registered with the organization, as indicated by the organization, from time to time.

No account or presence shall be considered an” Cheer Manitoba- sponsored account or presence”, unless it has been formally approved as such by a Cheer Manitoba Executive Officer and the support of the currently sitting Cheer Manitoba Executive Board. Each approved site and/or presence must include appropriate language and follow all guidelines contained herein.

Personal Use and Disclosure

If a Board Member chooses to engage in external social media platforms, personally, they must adhere to the following:

- Identify himself/herself online as being affiliated with the Cheer Manitoba organization, by indicating the entity for which the individual is associated with, such information must be accurate and the Board Member must be aware that anything posted has the potential to reflect on Cheer Manitoba and its image.
- Identify himself/herself as a Board Member of Cheer Manitoba while undertaking social media activities of a personal nature, the Board Member must comply with all guidelines contained herein.



- Identify himself/herself as such and/or publishes information about Cheer Manitoba while using social media for personal purposes, must use the following disclaimer within his/her sites and/or presences: “The views expressed on this site are my own and do not reflect the views of the Cheer Manitoba organization.”

In addition, if a Board Member chooses to engage in external social media platforms, personally, the following is prohibited:

- The Board Member may not use the Cheer Manitoba name in their online identity (ie: username or screen name)
- A Board Member may not use Cheer Manitoba’s intellectual property (including but not limited to copyrighted material and trademarks), Cheer Manitoba’s email address or Cheer Manitoba’s logos or slogans on their personal blogs, podcasts, etc.

Sharing of Confidential or Proprietary Information

The information to which a Board Member is privy as the result of their position within the organization must not be shared on social media. The use of such information may be restricted for regulatory reasons, because it belongs to a third party, because it is a trade secret or contains proprietary or confidential information or because of a number of other reasons. A Board Member should assume all information about the organization is confidential, unless the Board Member has first-hand knowledge that the information has been publicly disclosed.

Ethical Conduct

Each Board Member must recognize that he/she is legally liable for anything that the Board Member writes or presents online. As such, Board Members will be held responsible for their actions and disciplinary action (including expulsion from the Cheer Manitoba Board Executive Committee) for commentary, content or images that are defamatory, pornographic, proprietary, harassing, libelous, create a hostile work environment for the Board or are in violation of any law. In addition, a Board Member is subject to liability from other Board Members, competitors and other parties if (a) the Board Member’s commentary, content or images are determined to be defamatory, pornographic, proprietary, harassing, libelous, create a hostile work environment for our board or are in violation of any law, or (b) the Board Member makes postings which include confidential or copyrighted information (eg. music, videos, text etc) which belong to third parties. All the above-mentioned postings are prohibited under this policy.

Responsibility

Board Members are personally responsible for posts made by them to any site and must take full ownership of such actions and materials. Board Members are responsible for adhering to this policy,



during and after their involvement with the organization. Board members are responsible for identifying and reporting inappropriate or inaccurate information found to the President of Cheer Manitoba via email to cheermanitoba.president@gmail.com.

Policy Violations

Any violation of this policy is grounds for the Cheer Manitoba President to (a) take disciplinary action against the Board Member (including expulsion from Cheer Manitoba Board of Directors, and/or membership), (b) revoke and/or restrict the Board Members use of and access to Cheer Manitoba sanctioned social media communications (including but not limited to website, Facebook, Twitter, Instagram and other social media publication) and/or (c) initiate legal action against the Board Member and/or any other person who may be involved.