



SOCIAL MEDIA USE POLICY

Definitions

- 1) The following terms have these meanings in this Policy:
 - a) "BFC" — The Bowling Federation of Canada
 - b) "Social media" — The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, YouTube, Instagram, Snapchat, Facebook, and Twitter
 - c) "Bowling Federation of Canada-branded social media" — Official social media engagement by BFC including BFC's Facebook page(s), Twitter feed, photo sharing accounts, YouTube channels, blogs, or other social media engagement; both those that exist currently and those that will be created by BFC in the future
 - d) "Representative" - All individuals employed by or engaged in activities on behalf of the BFC.

Purpose

- 2) The BFC encourages the use of social media by its Representatives to enhance effective internal communication, build the BFC brand, and interact with members. Since there is so much ambiguity in the use of social media, the BFC has created this policy to set boundaries and standards for Representatives' social media use.

Application of this Policy

- 3) This Policy applies to all Representatives.

Representatives' Responsibilities

- 4) The BEG Representatives will not:
 - a) Use social media for the purpose of fraud or any other activity that contravenes the laws of Canada, the BFC's Code of Conduct and Ethics, or any other applicable jurisdiction
 - b) Impersonate any other person or misrepresent their identity, role, or position with the BFC
 - c) Display preference or favoritism regarding clubs, athletes, or other members
 - d) Upload, post, email, or otherwise transmit:
 - i) Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive or another person's privacy, or otherwise objectionable
 - ii) Any material which is designed to cause annoyance, inconvenience, or needless anxiety to others
 - iii) Any material that infringes on the patent, trademark, trade secrets, copyright, or other proprietary right of any other party
 - iv) Any material that is considered the BFC's confidential information or intellectual property
- 5) Representatives shall refrain from discussing matters related to the BFC or its operations on Representatives' personal social media. Instead, matters related to the BFC or its operations should be handled through more official communication channels (like email) or through the BEG-branded social media.
- 6) Representatives must engage with social media only in the context(s) described in their contract of employment, volunteer position, or position with the BFC.

- 7) Representatives shall use their best judgment to respond to controversial or negative content posted by other people on the BFC-branded social media. **In** some cases, deletion of the material may be the most prudent action. In other cases, responding publicly may be preferred. **If** a Representative questions the correct action to take, the Representative shall consult with another Representative who has more decision-making authority at the BFC.
- 8) Representatives shall use a clear and appropriate writing style.

The BFC's Responsibilities

- 9) The BFC will:
- a) Ensure that Representatives only use social media in a positive manner when connecting with others
 - b) Properly vet and understand each social medium before directing Representatives to engage with, or create, BFC-branded social media
 - c) Ensure that Representatives balance personal and professional information posted via social media and inform Representatives that a balance is necessary and positive
 - d) Monitor Representatives' use of social media

Enforcement

- 10) Failure to adhere to this Policy may permit discipline in accordance with the BFC's rules and regulations, legal recourse, or termination of employment/volunteer position.

This Policy is subject to review at least once every three years **Date of last review:**
September 2019

The publication of The BFC policies will be in the English and French languages. In the case of conflicting interpretations, the English version will prevail.