

POLICY 15.2 SOCIAL MEDIA

Definitions:

Participant: an individual who is a member of Athletics New Brunswick or the parents or guardians of a member.

Preamble

1. Athletics New Brunswick is aware that Participant interaction and communication occurs frequently on social media. Athletics New Brunswick cautions Participants that any conduct falling short of the standard of behaviour described here will be subject to the disciplinary sanctions identified within Athletics New Brunswick's Association Complaint Procedure & Disciplinary Measures Policy (14.0).

Application of this Policy

2. This Policy applies to all *Participants*.

Conduct and Behaviour

3. The following social media conduct may be considered minor or major infractions at the discretion of Athletics New Brunswick:
 - a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at a *Participant*, at Athletics New Brunswick, or at other individuals connected with Athletics New Brunswick
 - 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 a Participant, at Athletics New Brunswick, or at other individuals connected with Athletics New Brunswick.
 - c) Creating or contributing to a Facebook group, webpage, Instagram account, Twitter feed, blog, or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about Athletics New Brunswick, its stakeholders, its reputation or participant(s).
 - d) Produce any instance of cyber-bullying or cyber-harassment between one *Participant* and another *Participant* (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.

Participant Responsibilities

4. *Participants* acknowledge that their social media activity may be viewed by anyone, including Athletics New Brunswick.
5. If Athletics New Brunswick unofficially engages with a *Participant* in social media (such as by retweeting a tweet or sharing a photo on Facebook) the *Participant* may, at any time, ask Athletics New Brunswick to cease this engagement.
6. When using social media, a *Participant* must model appropriate behaviour befitting the *Participant's* role and status in connection with Athletics New Brunswick.
7. Removing content from social media after it has been posted (either publicly or privately) does not excuse the *Participant* from being subject to Athletics New Brunswick's Association Complaint Procedure & Disciplinary Measures Policy (14.0).
8. An individual who believes that a *Participant's* social media activity is inappropriate or may violate Athletics New Brunswick's policies and procedures should report the matter to Athletics New Brunswick in the manner outlined by Athletics New Brunswick's Association Complaint Procedure & Disciplinary Measures Policy (14.0).

Adopted April 24, 2023