



Social Media and Electronic Communications Policy

1. Purpose:

To outline the expectations and boundaries for social media and electronic communication by Nanaimo Diamonds athletes, coaches, Board and their families.

The Nanaimo Diamonds understands social media and electronic communications (text or email) are prominent platforms for the communication of information. Both also serve as means of sharing information about practices, competitions and amplifying athlete development and club opportunities.

2. Definitions:

The following terms have these meanings in this Policy:

- *“Social media”*- Content created and distributed primarily using the internet and mobile based tools designed for sharing and discussing information. Using such tools as, but not limited to, Facebook, Twitter, and Instagram.
- *“Electronic communications”* – content or messages shared via text, WhatsApp, eblasts or email
- *“Nanaimo Diamonds branded social media”*- Official social media engagement by the Nanaimo Diamonds including the Nanaimo Diamonds Facebook page, Facebook team groups, Instagram account, or other social media platforms; both those that exist currently and those that will be created by the Nanaimo Diamonds in the future.
- *“Members”*- Members include, but are not limited to, directors, athletes, coaches, officials, associates and volunteers.

3. Policy:

The Nanaimo Diamonds encourages the use of social media by its athletes, coaches, Board and families to enhance effective communication, build the Nanaimo Diamonds brand and engage the community in a positive method that reflects the values and goals of the club. Members shall abide by Nanaimo Diamond's [Code of Conduct policy](#) and all related policies.

The Nanaimo Diamonds reserves the right to post information/pictures of athletes and competitions for the purpose of building the Nanaimo Diamonds brand. This Policy applies to all club families, volunteers, athletes, and coaches.

4. General Social Media Responsibilities for all Athletes, Coaches and Club Members:

All members and staff of the Nanaimo Diamonds shall:

- Not use social media for the purpose of fraud or any other activity that contravenes the laws of British Columbia, Canada or Nanaimo Diamond's *Code of Conduct policy*.

- Not impersonate any other person or misrepresent their identity, role, or position with the Nanaimo Diamonds.
- Not upload, post, email or otherwise transmit:
 - Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive of another member's privacy or otherwise objectionable.
 - Any material that infringes on the patent, trademark, trade secrets, copyright or other proprietary right of any other party.
 - Any material that is considered Nanaimo Diamonds' confidential information or intellectual property. This includes posting final scores, or rankings BEFORE they are official. The Nanaimo Diamonds should be the first to post results during competitions/meets.
- Refrain from discussing matters related to the Nanaimo Diamonds or its operations on Members' personal social media accounts. Instead, matters related to Nanaimo Diamonds', or its operations shall be handled through official communication channels (i.e., email) or Nanaimo Diamonds branded social media.

In all cases, if you are in doubt of how to use or respond to social media correspondence, contact the Nanaimo Diamonds Board (nanaimodiamonds@outlook.com) for assistance.

5. Guidelines for Athletes, and Coaches:

This policy provides athletes, coaches and clubs with guidelines for social media and electronic communications use.

5A. Guidelines for Athletes:

The following guidelines should be considered by athletes regarding their social media and electronic communications use:

- Set privacy settings to restrict who can search you and what private information other people have access to.
- Always use social media and electronic communications in a professional and positive manner.
- Coaches, teammates, officials and/or opposing competitors may add you to a social media application. You are not required to follow anyone or be friends with anyone on any social media application.
- If you must communicate with your coach, make sure to keep all communications public (e.g. no direct messages on Instagram), and apply the rule of two. Ensure another adult is included in the communication. For example, an athlete can text a coach to say they will miss practice, copying their parent and/or head coach.
- If you feel harassed by someone on any social medium, report it to your coach, your parent and/or to the Nanaimo Diamonds Board (nanaimodiamonds@outlook.ca).
- Content posted on your social media platforms, relative to your privacy settings, is considered public. In most cases, you do not have a reasonable expectation of privacy for any material that you post or share. Posts have a digital footprint and can be re-shared even if you delete the content.
- Avoid posting pictures of, or alluding to, participation in any illegal activity (e.g. underage drinking).
- Model appropriate behavior in social media befitting your status as: a) an athlete, and b) a member of the Nanaimo Diamonds.

- As a member of the Nanaimo Diamonds, you have agreed to adhere to the Nanaimo Diamonds *Code of Conduct policy* and must follow that agreement when posting material and/or interacting with others on various social media platforms or in electronic communications.
- Be aware that any of your social media posts may be monitored by your teammates, your coach or by the Nanaimo Diamonds Board. Content or behaviour demonstrated on social media may be subject to sanction.

5B. Guidelines for Coaches:

The following guidelines should be considered by coaches in forming their strategy for social media use and electronic communication:

- Always use social media and electronic communications in a professional and positive manner.
- Model appropriate behavior in social media befitting your status as: a) a coach and b) a member of the Nanaimo Diamonds.
- Do not post pictures of your athletes without their consent, and the consent of their families. Be mindful of other people or images that may be in the background.
- Do not post results or videos BEFORE the results are official and FIRST posted by the Nanaimo Diamonds. The Nanaimo Diamonds should be the first to post results during competitions/ meets.
- Ensure your social media conduct is compliant with Nanaimo Diamonds *Code of Conduct policy*.
- Most experts in risk management recommend that coaches do not interact with minor athletes on social media and/or in electronic communication. If you must, make sure to keep all communications public (e.g. no direct messages on Instagram), and apply the rule of two. Ensure another adult is included in the communication. For example, an athlete can text a coach to say they will miss practice, copying their parent and/or head coach.
- Seek permission from athletes and parent(s)/guardian(s) if the athlete is under the age of majority before communicating on social media.
- Do not initiate contact on social media from your personal account.
- Coaches are encouraged to use appropriate current privacy settings to control access to their personal social media platforms.
- Avoid posting pictures of, or alluding to, participation in any illegal activity (e.g. underage drinking).
- If you feel harassed by someone on any social medium, report it to your coach, club official, or to the Nanaimo Diamonds Board (nanaimodiamonds@outlook.ca).
- Be wary of creating communication gaps if you use multiple social media platforms to communicate with your members. The Nanaimo Diamonds will use one primary platform (Facebook and/or email) when disseminating important coaching information.
- Team selection and/or solo/duet decisions are not to be made over social media, rather coaches must create an official communication(s) via the Nanaimo Diamonds email.

5C. Guidelines for Parents:

The following guidelines should be considered by families as it relates to electronic communications and/or social media use (related to their athletes):

- Always use social media and electronic communications in a professional and positive manner.

- Model appropriate behavior in social media befitting your status as: a) a parent/caregiver and b) a member of the Nanaimo Diamonds.
- Do not post pictures of your athletes without their consent, and the consent of their families. Be mindful of other people or images that may be in the background. The Nanaimo Diamonds should be the first to post results during competitions/ meets.
- Do not post results or videos BEFORE the results are official and FIRST posted by the Nanaimo Diamonds.
- Ensure your social media conduct is compliant with Nanaimo Diamonds *Code of Conduct policy*.
- Most experts in risk management recommend that coaches do not interact with minor athletes on social media and/or in electronic communication. If your athlete must connect with their coach, please make sure they keep all communications public (e.g. no direct messages on Instagram), and apply the rule of two. Ensure another adult is included in the communication. For example, an athlete can text a coach to say they will miss practice, copying their parent and/or head coach.
- Coaches will be asked to seek permission from athletes and parent(s)/guardian(s) if the athlete is under the age of majority before communicating on social media.
- The Nanaimo Diamonds will use one primary platform (Facebook and/or email) when disseminating important coaching information. Please check this regularly.
- Team selection and/or solo/duet decisions will be shared in official communication(s) via the Nanaimo Diamonds email.

6. Non – Compliance: Failure to adhere to this policy may lead to disciplinary action in accordance with related Nanaimo Diamonds policies.