



Policy Name: Social Media
Date Approved: November 2024
Next Review Date: August 2027

Preamble

The Northern Ontario Curling Association (NOCA) is aware that Member interaction and communication occur frequently on social media. NOCA cautions Members that any conduct falling short of the standard of behaviour required by the NOCA *Code of Conduct and Ethics* will be subject to the disciplinary sanctions identified within NOCA's *Discipline and Complaints* Policy.

Definitions

The following terms have these meanings in this Policy:

- a) *"Social media"* – The catch-all term that is applied broadly to computer-mediated communication media including, but not limited to blogs, YouTube, Facebook, Instagram, TikTok, Tumblr, Snapchat and X.
- b) *"Member"* - All categories of membership defined in the NOCA *Constitution and Bylaws* as well as all individuals employed by, or engaged in activities with, the NOCA including, but not limited to, athletes, coaches, convenors, officials, volunteers, managers, administrators, directors and officers of the NOCA, spectators at events, and parents/guardians of athletes.
- c) *"Discipline Chair or Case Manager"* – The person or organization appointed by NOCA to oversee management and administration of complaints, as applicable.

Application of this Policy

This Policy applies to all Members as defined in the Definitions.

Conduct and Behaviour

1. In accordance with NOCA's *Discipline and Complaints* Policy and *Code of Conduct, Harassment and Ethics Policy*, the following social media conduct may be considered minor or major infractions at the discretion of the Discipline Chair or Case Manager:

- a) Posting a disrespectful, hateful, insulting, or otherwise negative comment on a social medium that is directed at Members or at other individuals connected with NOCA.
 - b) Posting a picture, altered picture, audio file or video on a social medium that is harmful, disrespectful, insulting, or otherwise offensive, and that is directed at a member, at NOCA, or at other individuals connected with the NOCA.
 - c) Creating or contributing to a Facebook group, webpage, Instagram account, X feed, blog, or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about NOCA, its stakeholders, or its reputation, or any posts that may bring disrepute upon NOCA.
 - d) Inappropriate personal or sexual relationships between Individuals who have a power imbalance in their interactions, such as between athletes and coaches, Directors and staff, officials and athletes, etc.
 - e) Any instance of cyber-bullying or cyber-harassment between one Member and another Member (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.
2. All conduct and behaviour occurring on Social Media may be subject to the NOCA *Discipline and Complaints* Policy at the discretion of the Discipline Chair or Case Manager.

Member Responsibilities

3. Individuals acknowledge that their social media activity may be viewed by anyone, including NOCA.
4. If NOCA unofficially engages with a Member in social media (such as by retweeting a tweet or sharing a photo on Facebook) the Member may, at any time, ask NOCA to cease this engagement.
5. When using social media, a Member must model appropriate behaviour befitting the Member's role and status in connection with NOCA.
6. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Member from being subject to NOCA's *Discipline and Complaints* Policy.
7. Any Member who believes that another Member's social media activity is inappropriate or may violate NOCA's policies and procedures should report the matter to NOCA in the manner outlined by the NOCA's *Discipline and Complaints* Policy.