



**North Winnipeg Ringette Association**

**SOCIAL MEDIA POLICY**

The North Winnipeg Ringette Association adheres to the Winnipeg Ringette Leagues social media policy.

The Winnipeg Ringette League has established the following guidelines to ensure the highest standard is applied with respect to the use and monitoring of social media.

**The Winnipeg Ringette League will:**

- a) Monitor social media sites prior to use by Winnipeg Ringette League personnel to ensure suitability and to get a feel for the style of contribution, the nature of the content and any “unwritten” rules that other contributors might follow.
- b) Conduct orientation and training sessions with respect to the use of social media to inform individuals about applicable guidelines, policies and procedures as required.
- c) Designate one or more people responsible for posting to social media sites. Unless designated, an individual will not use social media on behalf of Winnipeg Ringette.
- d) Ensure unique and strong passwords for social media accounts.
- e) Ensure individuals only connect with others through social media in a positive manner.
- f) Ensure comments may not be interpreted as slurs, demeaning or inflammatory etc.
- g) Before displaying information through social media, ensure such information is not plagiarized and does not infringe copyright law or confidential and proprietary information.
- h) Ensure individuals balance personal and professional information posted via social media and understand that such posted information plays a part in building a positive environment.
- i) Comply with the Personal Information Protection Act
- j) Restrict the ability for others to post on Winnipeg Ringette League’s social media sites.

Individuals will adhere to Winnipeg Ringette League’s Code of Conduct and this Policy.

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**Individuals will not:**

- a) Use social media for the purposes of fraud or any activity that contravenes the laws of Canada or any other applicable jurisdiction.
- b) Impersonate any other person.
- c) Upload, post, email or otherwise transmit:

Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive of another's privacy or otherwise objectionable.

Material which is designed to cause annoyance, inconvenience, or needless anxiety to others.

Infringes the patent, trademark, trade secret, copyright or other proprietary right of any other party

Any unsolicited or unauthorized advertising or commercial material "junk mail", "spam", "chain letter", "pyramid scheme" or any other form of solicitation.

Any material that contains software viruses or any other computer code, file or program designed to interrupt, destroy or limit the functionality of any computer software or telecommunications equipment.

**Enforcement:**

A breach of any provision in this policy may give rise to discipline in accordance with the Winnipeg Ringette's discipline and complaints policy, legal recourse, and/or termination of employment/volunteer position.

**Respectful Behavior:**

While it is alright to disagree with WRL policy & guidelines, one should always express those opinions are YOURS and not that of the W.R.L. That you are not someone authorized to speak about or on behalf of the WRL. At all times you should act respectfully to the WRL and other players, officials or fans. Be the solution, not the problem.

Confidentiality is of utmost importance. If you acquire private information somehow that is not publically accessible for all, this information should not be spread through any social media account.

If you see "negative branding" of the WRL name, league or as an entity as a whole, you should advise the WRL as soon as possible.

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**Social Media and Social Networking Sites:**

The W.R.L. utilizes social media and social networking sites as a service and an additional form of communication with its stakeholders. The more we as a sports league engage interested parties, the better we will be able to serve all stakeholders

The use of official Winnipeg Ringette League social media websites signifies your agreement to the following terms of use:

1. Submission or posting of comments by members of the public to an official Winnipeg Ringette League social media site or account constitutes participation in a limited public forum.
2. Content submitted to an official Winnipeg Ringette League social media site or account is subject to public disclosure.
3. All public commentators will be required to register prior to commenting. Anonymous comment postings shall not be allowed. Public commentators shall not create multiple accounts for one user.
4. All content, whether publicly posted or privately transmitted, are the sole responsibility of the person from which such content originated. This means that the commentator and not the Winnipeg Ringette League is entirely responsible for all content that the commentator uploads, posts, emails, transmits, or otherwise makes available via the social media website. Content is described as all materials, including but not limited to: information, data, text, software, music, sound, photographs, graphics, video, hyperlinks, and messages contained in a posting to an official Winnipeg Ringette League social media site.
5. Inappropriate Content may at times be posted by third party commentators. The Winnipeg Ringette League cannot be held responsible for this third party content. The Winnipeg Ringette League may monitor and moderate comments, and reserves the right (but not the obligation) at the sole discretion of the organization to (before or after content is posted) edit, move, delete or refuse content containing any Inappropriate Content as defined in the Definitions below.
6. Users of the social media website must evaluate, and bear all risks associated with the use of any third party content, including any reliance on the accuracy, completeness, or usefulness of such content. The Winnipeg Ringette League cannot guarantee the authenticity, accuracy, or security of such content including any links posted by a third party. Under no circumstances will the Winnipeg Ringette League be liable for third party content including, but not limited to, errors or omissions, or loss or damage incurred as a result of the use of or reliance upon content posted, emailed, transmitted, or otherwise made available via the social media site.
7. Winnipeg Ringette League social media sites and their content are owned by Winnipeg Ringette League.
8. Comments must be submitted in either one of Canada's two official languages - English or French.

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**Definitions:**

Blog – an abridgment of the term “web log”. A “blog” is a specific type of social networking site which is regularly updated by the “blogger” who will post commentary, events, graphics or video, and which allows commentators to participate in a dialogue with the Winnipeg Ringette League.

Comment – a response to social media content submitted by a user of the social media site, or commentator.

Commentator – a citizen, stakeholder and/or employee responding to or commenting on social media content.

Content – all materials, including but not limited to: information, data, text, software, music, sound, photographs, graphics, video, hyperlinks, and messages contained in a posting to a Winnipeg Ringette League social media site by the Winnipeg Ringette League or by third party commentators.

**Inappropriate Content** – is defined as:

- Comments not topically related to the particular site or material being commented on;
- Comments that are offensive to an individual or an organization, profane, hateful, insulting, rude, abusive, aggressive, or violent;
- Defamatory or harassing remarks, or serious, unproven/unsupported or inaccurate accusations against individuals or organizations;
- Comments that invade the privacy of others (i.e. by providing personal information such as phone numbers and email addresses)];
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, national or ethnic origin, age, creed, gender, marital status, socio-economic status, physical or mental disability or sexual orientation;
- Sexual content or links to sexual content;
- Comments containing solicitations, advertisements, announcements, or endorsements of any commercial, financial, labor or political organization;
- Conduct or encouragement of illegal activity;
- Information that may tend to compromise the safety or security of the public or public systems;
- Content that violates a legal ownership interest of any other party;
- Unintelligible or irrelevant messages;
- Comments that are repetitive or are considered spam, such as the same comment being posted repeatedly;
- Impersonating or misrepresenting someone else, including public figures or Winnipeg Ringette League officials;
- Messages that the moderator feels will not add to the normal flow of conversation/dialogue/debate.

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**Social Media** – is a term used to describe a user-friendly family of electronic tools for people to connect, participate and share information. Social Media can take many different forms, including discussion forums, blogs, wikis, podcasts, Really Simple Syndication (RSS), pictures, video, rating and bookmarking.

**Social Media Moderator** – an authorized employee designated by the President of the Winnipeg Ringette League whose responsibilities will include:

- reviewing and posting content submitted by Winnipeg Ringette League authors to a Winnipeg Ringette League public facing social networking site.
- monitoring content submitted by public commentators. Monitoring may include editing and/or removing posts that are inconsistent with the Winnipeg Ringette League Terms of Use for Social Media Commenting by the Public.

**Social Media Presence** – Winnipeg Ringette League engaging with the public through use of public facing social software or social networking sites.

Social Networking Sites – Public web sites where users have a presence through personal profile or business related pages and share information about themselves or their business. Users have the ability to link to each other and create a list of contacts who can view each other's profiles. Social Networking Sites enable users to create, participate, connect, share or re-mix content and form communities around shared interests. Examples include Facebook, MySpace, YouTube, Twitter, LinkedIn, Delicious, Flickr, blogs, etc.

Social Software – Social Software is also known as collaboration software. Social software is a software system that allows users to find and share information, as well as connect and interact with each other. Social software applications consist of tools that enable participants to:

- create content;
- participate in discussions;
- blog;
- post bookmarks;
- manage, share and collaborate on documents;
- customize their home page with information that is relevant to them; and
- create a profile.

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