



Markham Skating Club

Social Media Policy

April 2025

Purpose

The purpose of this Social Media Policy is to establish guidelines and expectations for the use of social media platforms by skaters, coaches, volunteers and employees of Markham Skating Club. This policy aims to promote responsible and respectful behaviour online, protect the reputation of the Markham Skating Club, and ensure compliance with legal and ethical standards.

Application

This policy applies to all social media activities conducted on behalf of or associated with Markham Skating Club, including but not limited to official club/school accounts, personal accounts used in connection with club/school activities, and interactions between participants, skaters, coaches, volunteers, and stakeholders on social media platforms. This Policy is not intended to interfere with the private lives of our Participants or to impinge on the right to freedom of speech.

Social media: Should be understood in its broadest interpretation to include but is not limited to Facebook, X (formerly Twitter), TikTok, Instagram, YouTube, Snapchat, Twitch, Discord, blogs, electronic newsletters, online forums and other sites and services that permit users to share information with others in a contemporaneous matter.

Official use: Refers to anyone posting on behalf of the organization, with any form of Markham Skating Club, in their username or description.

Personal use: Refers to posts about Markham Skating Club, through a personal, non-affiliated account of any Participant. Markham Skating Club members are free to publish or comment via social media in accordance with this policy.

Guidelines

It is expected that all participants will maintain a professional tone and language in all social media communications that includes:

- Refraining from posting content that is offensive, discriminatory, defamatory, or otherwise inappropriate.
- Represent Markham Skating Club positively and accurately in all social media interactions.
- Respect the confidentiality of club/school-related information, including member details, financial matters, and internal discussions.
- Refrain from sharing sensitive information or discussing internal club/school matters on social media platforms.
- Treat others with respect and courtesy in all social media interactions.

- Avoid engaging in arguments, personal attacks, or disputes on social media platforms.
- Do not impersonate or misrepresent Markham Skating Club or its officials on social media.
- Obtain consent before posting photos, videos, or personal information about members, coaches, volunteers, or stakeholders.
- Respect individuals' privacy settings and preferences on social media platforms.
- Comply with all applicable laws, including copyright, defamation, privacy, and anti-discrimination laws, when posting content on social media.
- Do not engage in illegal or unethical activities on social media platforms.

Official Club Accounts

Markham Skating Club will designate responsible individuals to manage and administer official club/school social media accounts. Markham Skating Club will regularly monitor and moderate content posted on official accounts to ensure compliance with this policy.

Only those Markham Skating Club designate(s) can respond promptly and professionally to inquiries, comments, and messages received through official club/school social media accounts. Communication using official accounts should avoid engaging in controversial or sensitive discussions on behalf of Markham Skating Club without appropriate Authorization. Will clearly disclose any endorsements, sponsorships, or partnerships related to Markham Skating Club in social media posts. Avoid making misleading or false claims about products, services, or organizations.

Personal Social Media Use

Separation of Personal and Professional Accounts

Markham Skating Club will maintain separate personal and professional social media accounts.

Representational Behaviour

Participants must understand that personal social media activity reflects on Markham Skating Club and its reputation and exercise discretion and good judgment when posting content that may be associated with Markham Skating Club.

Reporting Concerns

Report any instances of inappropriate or concerning social media behaviour by members, coaches, volunteers, or stakeholders to club/school officials. This policy has been written to complement the Code of Conduct which outlines the expectations with regards to providing a safe environment in which all individuals and groups are treated with respect and dignity in an environment valuing equity, diversity, and inclusion. Breach of its guidelines may be subject to disciplinary and/or legal action. This policy has been written to complement the Dispute Resolution policy.