



Social Media Policy

Version	March 31, 2025*
Approval Date	February 7, 2023
Next Review Date	February 7, 2026
*Note	Changes made to reflect transition of UCCMS administration from SDRCC to CCES.

PREAMBLE

1. Curling Canada is aware that Organizational Participants' interaction and communication occurs frequently on social media. Curling Canada cautions Organizational Participants that any conduct falling short of the standard of behaviour required by Curling Canada's *Code of Conduct and Ethics* may be subject to the disciplinary sanctions identified within Curling Canada's *Discipline and Complaints Policy*.

APPLICATION OF THIS POLICY

2. This Policy applies to all Organizational Participants as defined in the Definitions.

CONDUCT AND BEHAVIOUR

3. In accordance with Curling Canada's *Discipline and Complaints Policy* and *Code of Conduct and Ethics*, the following social media conduct may be subject to disciplinary action in accordance with the *Discipline and Complaints Policy*:

- a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an Organizational Participant, at Curling Canada, or at other Organizational Participants connected with Curling Canada
- 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 an Organizational Participant, at Curling Canada, or at other Organizational Participants connected with Curling Canada
- 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 Curling Canada, its stakeholders, or its reputation

d) Inappropriate personal or sexual relationships over a social medium between Organizational Participants who have a Power Imbalance in their interactions, such as between athletes and coaches, directors and officers, Athlete Support Personnel, staff, committee members, officials and athletes, etc.

e) Any instance of cyber-bullying or cyber-harassment between one Organizational Participant and another Organizational Participant(including a teammate, coach, Athlete Support Personnel, 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 or unwelcome behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour.

4. Any violation of this Policy that may be considered “Prohibited Behaviour” or “Maltreatment” (defined in the UCCMS and/or the Code of Conduct and Ethics) when the Respondent is an Organizational/Registered Participant who has been designated by the Organization as a CSSP Participant, will be handled pursuant to the policies and procedures of the Canadian Safe Sport Program (CSSP) under the Canadian Centre for Ethics in Sport (CCES), subject to the rights of the Organization as set out in the Code of Conduct and Ethics and any applicable workplace policies.

INDIVIDUALS RESPONSIBILITIES

5. Organizational Participants acknowledge that their social media activity may be viewed by anyone, including Curling Canada.

6. If Curling Canada unofficially engages with an Organizational Participant in social media (such as by retweeting a tweet or sharing a photo on Facebook) the Organizational Participant may, at any time, ask Curling Canada to cease this engagement.

7. When using social media, an Organizational Participant must model appropriate behaviour befitting the Organizational Participant’s role and status in connection with Curling Canada.

8. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Organizational Participant from being subject to Curling Canada’s *Discipline and Complaints Policy*.

9. An Organizational Participant who believes that another Organizational Participant’s social media activity is inappropriate or may violate Curling Canada’s policies and procedures should report the matter to Curling Canada in the manner outlined by Curling Canada’s *Discipline and Complaints Policy*.

PRIVACY

10. The collection, use and disclosure of any personal information pursuant to this Policy is subject to Curling Canada’s Privacy Policy.

DEFINITIONS

11. The following terms have these meanings in this Policy:

- a) ***“Social media”*** – The catch-all term that is applied broadly to new computer-mediated communication media including, but not limited to blogs, YouTube, Facebook, Instagram, Tumblr, Snapchat, and Twitter.
- b) ***“Organizational Participants”*** – Refers to all categories of individual members and/or registrants defined in the By-laws of the Organization who are subject to the policies of the Organization, as well as all people employed by, contracted by, or engaged in activities with, the Organization including, but not limited to, employees, contractors, Athletes, coaches, instructors, officials, Athlete Support Personnel, volunteers, managers, administrators, parents or guardians, spectators, committee members, and Directors and Officers.