



Social Media Policy

Version:	May 20, 2026
Approved by Board of Governors:	June 22, 2026
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Definitions

1. [Defined terms](#) used in the *Social Media Policy* include:

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|---|---|
| a) <i>Athlete</i> | f) <i>Organizational Participant(s)</i> |
| b) <i>Member Association</i> | g) <i>Person in Authority</i> |
| c) <i>Member Curling Club or Facility</i> | h) <i>Social Media</i> |
| d) <i>Minor</i> | i) <i>Vulnerable Participant or Vulnerable Organizational Participant</i> |
| e) <i>Organization(s)</i> | |

Preamble

- The *Organization* is aware that *Organizational Participant* interaction and communication occur frequently on *Social Media*. The *Organization* cautions *Organizational Participants* that any conduct falling short of the standard of behaviour required by the *Code* may be subject to the disciplinary sanctions identified within the *Discipline and Complaints Policy*.
- The *Organization* recognizes that communication between *Organizational Participants* should be guided by principles that ensure the safety of the *Organizational Participants* and that maintain and strengthen effective relationships.
- The *Organization* further recognizes that *Minors*, who are *Vulnerable Organizational Participants*, may prefer to communicate through electronic interaction. The *Organization* strives to ensure that *Minors* are protected during electronic interactions with *Persons in Authority* and that they are not placed in a vulnerable situation.

Application of this Policy

5. This policy applies to all *Organizational Participants*.

Conduct and Behaviour

6. All conduct and behaviour occurring on *Social Media* must comply with the *Code*.
7. *Organizational Participants* may not engage in the following behaviour on *Social Media*:
 - a) Posting a disrespectful, hateful, harmful, disparaging, or insulting comment on social media;
 - b) Posting a picture, altered picture, or video on a social media that is harmful, disrespectful, insulting, embarrassing, suggestive, provocative, or otherwise offensive;
 - c) Creating a group, webpage, thread, feed, blog, or online forum devoted solely or in part to promoting disparaging remarks or commentary about the sport of curling or any one *Organization*; or
 - d) Any instance of cyber-*Bullying* or cyber- *Harassment* where incidents of cyber-*Bullying* and cyber- *Harassment* can include but are not limited to the following conduct on any *Social Media*, 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.

Organizational Participants' Responsibilities

8. *Organizational Participants* should be aware that their *Social Media* activity may be viewed by anyone, including the *Organizations*.
9. If the *Organization* unofficially engages with an *Organizational Participant* in *Social Media* (such as by reposting or sharing) the *Organizational Participant* may, at any time, ask the *Organization(s)* to cease this engagement.
10. When using *Social Media*, an *Organizational Participant* must model appropriate behaviour befitting the *Organizational Participant's* role and status in connection with the *Organization(s)*.
11. Removing content from *Social Media* after it has been posted (either publicly or privately) does not excuse the *Organizational Participant* from being subject to the *Discipline and Complaints Policy* if their conduct violated the *Code*.
12. An individual who believes that an *Organizational Participant's* electronic communication media and/or *Social Media* activity is inappropriate or may violate the *Code* should report the communication in the manner outlined by the *Discipline and Complaints Policy*.

Organizational Responsibilities

13. The *Organizations* have a responsibility to understand how *Persons in Authority* and *Organizational Participants* are using *Social Media* to communicate with each other. *Persons in Authority* and *Organizational Participants* may need to be reminded that behaviour in *Social Media* is still subject to the *Code* and *Social Media Policy*.
14. Complaints and concerns about the behaviour of a *Person in Authority* or *Organizational Participants* in *Social Media* can be addressed through the *Discipline and Complaints Policy*.

Guidelines

15. The Guidelines in this section provide *Persons in Authority* and *Athletes* with tips and suggestions for *Social Media* use. *Persons in Authority* and *Athletes* are strongly encouraged to develop their own strategy for *Social Media* use (either written down or not) and ensure that their strategy for *Social Media* use is acceptable .
16. Given the nature of *Social Media* as a continually developing communication sphere, *Persons in Authority* and *Athletes* must use their best judgment when interacting with *Social Media*. These Guidelines are not hard and fast rules or behavioural laws; but rather recommendations that will inform individuals' best judgment.
17. Any behaviour on *Social Media* that violates the *Code* may be subject to discipline.

Guidelines for Persons in Authority

18. *Persons in Authority* must be aware of their obligations regarding communication. They should consider the following guidelines to develop their own strategy for *Social Media* use:
 - a) With *Minors*, ensure that parents/guardians are aware if some interactions may take place on *Social Media* and the context for those interactions, and give parents/guardians the option to prohibit or restrict communication in this space;
 - b) Attempt to make communication with *Athletes* in *Social Media* as one-sided as possible. Be available for *Athletes* if they initiate contact – *Athletes* may wish to have this easy and quick access to you – but *Persons in Authority* should never impose themselves onto an *Athlete's* personal *Social Media* space;
 - c) Ensure all *Social Media* communication is professional, unambiguous, and on-topic. Avoid emojis and unspecific language that can be interpreted in multiple ways;

- d) Choosing not to engage with *Social Media* is an acceptable strategy. Be prepared to inform *Athletes* (and/or parents/guardians) if you will not engage in this space and explain which media you will use to communicate with them;
- e) *Athletes* will search for your *Social Media* accounts. Be prepared for how you will respond when an *Athlete* attempts to interact with you on *Social Media*;
- f) Annually review and update the privacy settings on all your *Social Media* accounts;
- g) Consider monitoring or being generally aware of *Athletes'* public *Social Media* behaviour to ensure compliance with the *Code* and this policy;
- h) Never demand access to an *Athlete's* private posts on *Social Media*;
- i) Do not send connection requests to *Athletes*. Never pressure *Athletes* to send you a friend request or follow your *Social Media* accounts;
- j) If you accept a friend request from one *Athlete*, you should accept these requests from all *Athletes*. Be careful not to show favouritism on *Social Media*;
- k) Consider managing your *Social Media* so that *Athletes* do not have the option to follow or connect on *Social Media*;
- l) Do not identify *Minor Athletes* on publicly available *Social Media*;
- m) Seek permission from adult *Athletes* before identifying them on publicly available *Social Media*;
- n) avoid adding *Athletes* to Snapchat and do not send snapchats to *Athletes*;
- o) Do not post pictures or videos of *Minors* on your private *Social Media* accounts;
- p) Be aware that you may acquire information about an *Athlete* that imposes an obligation of disclosure on your part (such as seeing pictures of *Minors* drinking during a trip);
- q) If selection decisions and other official team business are announced on *Social Media*, ensure they are also posted on a less-*Social Media* like a website or distributed via email;
- r) Never require *Athletes* to join *Social Media* to receive information about your team or organization, excluding group communication platforms.

- s) Do not make a *Social Media* site the exclusive location for important information for your team or organization. Duplicate important information in less-social channels (like on a website or via email);
- t) Exercise appropriate discretion when using *Social Media* for your own personal communications (with friends, colleagues, and other Persons in Authority) with the knowledge that your behaviour may be used as a model by *Athletes*;
- u) Avoid association with *Social Media* accounts that share explicit sexual conduct viewpoints, or any other conduct or behaviour that might offend, harm or compromise a relationship with an *Athlete* or the integrity of the sport; and
- v) Never deliberately misrepresent yourself by using a fake name or fake profile.

Social Media Guidelines for Organizational Participants

19. The following tips should be used by Organizational Participants to inform their own strategy for *Social Media* use:
 - a) Set your privacy settings to restrict who can search for you and what private information other people can see;
 - b) Coaches, teammates, officials, or opposing competitors may wish to connect with you on *Social Media*. You are not required to follow anyone or connect with anyone;
 - c) Avoid adding *Persons in Authority* to Snapchat and do not send snapchats to *Persons in Authority*;
 - d) If you feel *Harassed* by someone on *Social Media*, report it to your coach or another *Person in Authority* with your organization;
 - e) You do not have to join fan or team pages on any *Social Media* platforms;
 - f) Content posted on *Social Media*, 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;
 - g) Content posted to *Social Media* is almost always permanent – consider that other individuals may take screenshots of your content before you can delete them;
 - h) Avoid posting pictures of, or alluding to, participation in illegal activity such as speeding, physical assault, *Harassment*, drinking alcohol (if underage), and smoking cannabis (if underage);

- i) Model appropriate behaviour in *Social Media* befitting your status as a) an *Athlete*, and b) a *Member* of your Organization. As a representative of your Organization, you have agreed to the *Code* and must follow that *Code* when you post material and interact with other people through *Social Media*; and
- j) Be aware that your public *Social Media* accounts may be monitored by your Organization, and *Organizational Participants*, and content or behaviour demonstrated in *Social Media* may be subject to a complaint and potential through the *Discipline and Complaints Policy*.