



# TAEKWONDO CANADA

## Policy

### Social Media

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## Revision History

Approved/Reviewed/ Revised/Rescinded	Date	Comments

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## POLICY STATEMENT

Taekwondo Canada (TC) acknowledges that social media is an ideal platform for the Taekwondo community to connect with peers, share thoughts and ideas, discuss topical issues, and ask questions. TC in no way wishes to hinder free speech or prevent any individual from expressing and sharing their thoughts and opinions; however, there are some situations where misleading, defamatory, disparaging or unfair comments are posted, whether intentionally or inadvertently – and the consequences of these types of posts have the potential to be far-reaching and severe.

## PURPOSE

The purpose of the TC Social Media Policy is to protect TC and all its members, athletes, coaches, staff and volunteers against inaccurate, defamatory, derogatory, sexual and/or otherwise inappropriate online statements that have the potential to inflict severe damage to TC as an organization, or to any individual associated with TC on a personal level.

## APPLICATION

1. TC recognizes that social media provides a unique platform for engaging and interactive discussions that allow the Taekwondo community to connect and share information. TC's members, athletes, coaches, staff and volunteers use of social media can have the potential to pose risks to TC's confidential and/or proprietary information, its reputation, and may jeopardize TC's compliance with its legal obligations.
2. In consideration of these factors, all TC members, athletes, coaches, staff and volunteers must comply with TC's Social Media Policy always when using or participating in any form of social media/networking websites that currently exist or may exist in the future, including, but not limited to: Facebook, Messenger, Twitter, WhatsApp, Instagram, Tik Tok, LinkedIn, YouTube, Pinterest, Tumblr, Snapchat, Periscope, Google+, Flickr and blogs of any form. Participation includes submitting, responding or participating in any internet postings.
3. Failure to comply with TC's Social Media Policy may result in TC taking disciplinary action against any members, athletes, coaches, staff and volunteers in accordance with this policy. Breach of this policy may also result in TC bringing civil and/or criminal proceedings against members, athletes, staff and volunteers, where applicable.
4. TC reserves the right to request any members, athletes, coaches, staff and volunteers to remove postings, comments or any other social media submissions deemed to constitute a breach of this policy. Failure to comply with TC's request for removal may result in disciplinary action.
5. To ensure TC Social Media Policy compliance, TC reserves the right to review, monitor and intercept social media postings that include reference to TC and/or members, athletes, coaches, staff and volunteers. By agreeing to abide by TC's Social Media Policy, all members, athletes, coaches, staff and volunteers consent to such monitoring.
6. Through use of social media, members, athletes, coaches, staff and volunteers must:
  - 6.1 Refrain from posting racist, discriminatory, sexual, inflammatory, defamatory, derogatory, abusive, threatening or obscene statements or material about others, including without limitation:

- i. TC
  - ii. Members, athletes, coaches, staff and volunteers
  - iii. TC sponsors and partners
- 6.2 Not post any statements that have the potential to directly or indirectly damage TC's name, brand or reputation
- 6.3 Clearly express in posts that disclose their affiliation with TC that they are speaking on their own behalf and their views do not represent those of TC
- 6.4 Not use TC trademarks, logos, brand names, slogans or any confidential or proprietary information without obtaining prior written consent from TC
- 6.5 Not violate the Taekwondo Canada Code of Conduct
7. TC will fully comply with all:
  - 7.1 Laws
  - 7.2 Requests from governmental or other regulatory authoritiesOR
  - 7.3 Orders from a court or other legitimate authority or jurisdiction that require TC to disclose the identity and/or location of any members, athletes, staff and volunteers who posts material in breach of the requirements of this policy. TC may share members, athletes, staff and volunteer's personal information with police or any other governmental authority if asked to do so regarding any investigation involving suspected illegal activities.

## GUIDELINES FOR SOCIAL MEDIA BEST PRACTICES

### What to Do

- Take advantage of social media to provide updates and connect with a broad audience.
- Review your privacy settings to gain a full understanding of who has access to view your accounts.
- Keep in mind that the slightest indiscretion, bizarre comment or silliest joke has the potential to spark controversy and negative publicity.
- Ask yourself before every post, "Would I feel comfortable saying this on live television?"
- If you have any doubt, do not post it.

## What Not to Do

- Use social media to air a personal grievance with an individual or organization. Contact the individual directly to discuss your concern, or contact TC by email at: [admin@taekwondo-canada.com](mailto:admin@taekwondo-canada.com).
- Make misleading comments that position an opinion as fact.
- Post any photos you have not personally shot unless you have express copyright permission from the photographer.
- Post unverified or uninformed comments that have the potential to be damaging or defamatory.
- Post or share sensitive information about an individual or organization before it has been publicly released by the official source.
- Communicate with any minors without their parents/guardians involved in the same communication or at the very least a large group involved in a group chat/email thread/ conference call.