



CANADA BASKETBALL SOCIAL MEDIA POLICY

Definitions

1. 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 such as blogs, YouTube, Facebook, Instagram, Tumblr, TikTok, Snapchat, and Twitter.
 - b) *“Participant”* - All categories of individual membership defined in Canada Basketball’s Bylaws, as well as all individuals employed by, or engaged in activities with, Canada Basketball including, but not limited to, athletes, coaches, convenors, officials, volunteers, committee members, Directors and Officers of Canada Basketball, spectators, and parents/guardians of athletes.

Preamble

2. Canada Basketball encourages Participants to engage with social media but cautions that such engagement must meet the standard of conduct and behaviour outlined by Canada Basketball's *Code of Conduct and Ethics*. Conduct and behaviour falling short of this standard may be subject to Canada Basketball's *Discipline and Complaints Policy*.
3. In particular, athletes who engage with social media must understand that, though they are a representative of Canada Basketball, they do not represent Canada Basketball. It should be clear to persons following an athlete's social media activity that the athlete is not speaking on behalf of Canada Basketball.

Application

4. This Policy applies to all Participants.

Conduct and Behaviour

5. Per the Canada Basketball *Discipline and Complaints Policy* and *Code of Conduct and Ethics*, the following social media conduct may be considered minor or major infractions:
 - a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an Participant, at Canada Basketball, or at other persons connected with Canada Basketball
 - 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 Participant, at Canada Basketball, or at other persons connected with Canada Basketball
 - c) Creating or contributing to a Facebook group, webpage, blog, or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about Canada Basketball, its stakeholders, or its reputation

- d) Inappropriate personal or sexual relationships between Participants who have a power imbalance in their interactions, such as between athletes and coaches, Directors and staff, officials and athletes, etc.
 - e) Any instance of cyber-bullying or cyber-harassment between one Participant and another Participant (including a teammate, coach, 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 behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour.
6. All conduct and behaviour occurring on social media may be subject to the Canada Basketball *Discipline and Complaints Policy*.

Participants Responsibilities

- 7. Participants acknowledge that their social media activity may be viewed by anyone; including Canada Basketball and the Participant's provincial/territorial or local basketball associations.
- 8. If Canada Basketball unofficially engages with an Participant in social media (such as by retweeting a tweet or sharing a photo on Facebook) the Participant may, at any time, ask Canada Basketball to cease this engagement.
- 9. When using social media, an Participant must model appropriate behaviour befitting the Participant's role and status in connection with Canada Basketball.
- 10. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Participant from being subject to the Canada Basketball *Discipline and Complaints Policy*.
- 11. A person who believes that an Participant's social media activity is inappropriate or may violate Canada Basketball's policies and procedures should report the matter to Canada Basketball in the manner outlined by the Canada Basketball *Discipline and Complaints Policy*.

Canada Basketball Responsibilities

- 12. Canada Basketball has a responsibility to understand if and how coaches and athletes are using Social Media to communicate with each other. Coaches and athletes may need to be reminded that behaviour in Social Media is still subject to the *Code of Conduct and Ethics* and *Social Media Policy*.
- 13. Complaints and concerns about an athlete's or a coach's conduct or behaviour in Social Media can be addressed under the *Discipline and Complaints Policy*.

Review and Approval

- 12. This Policy was reviewed and approved by the Canada Basketball Board of Directors on the 15th day of February 2021.