

Title:	Social Media Policy	Effective Date:	12-15-2024
Approved By:	Board of Directors	Revision / Replaces:	v2024.1

DEFINITIONS

1. **Social Media** – is defined as the catch-all term that is applied broadly to communication media such as blogs, YouTube, Facebook, Instagram, Snapchat, Tumblr, Twitter, online forums and other sites and services that permit users to share information with others in a contemporaneous manner.

PURPOSE

As the recognized Provincial Sport Organization (PSO) governing the sport and martial art of Taekwondo in the province of Ontario, Taekwondo Ontario (TO) recognizes the need for an effective communication strategy to communicate information to the membership, our partners and the public in a timely and efficient manner. TO believes that social media is an integral part of an effective communication strategy, and when used correctly, can raise the profile of Taekwondo and our members not only in the province, but globally around the world.

While TO acknowledges the importance of online conversation and respects the right to our members' freedom of speech and personal use of social media, TO is committed to a sport and work environment that supports responsible and respectful use of social media by our members.

The purpose of this policy is to outline TO's commitment to providing a positive and respectful platform for our members.

SCOPE

This policy applies to all TO individuals and members including, but not limited to, their online behavior when serving as a TO individual or when participating as a sole member. All conduct and behavior occurring on Social Media in violation of the Code of Conduct may be subject to sanction in accordance with TO's Discipline and Complaints Policy.

RESPONSIBILITIES

1. The First Vice President or designate is responsible for updating and maintaining the policy.
2. The Board of Directors is responsible for providing feedback and approving the policy.

3. All Individuals as defined above are responsible to understand and adhere to TO's expectations and the requirements of the Social Media policy.

POLICY

1. Given the nature of Social Media, as a continually developing communication sphere, Taekwondo Ontario trusts its coaches, athletes and referees to use their best judgement when interacting with others through Social Media.
2. Taekwondo Ontario encourages Individuals to engage with Social Media, but cautions that such engagement must meet the standard of conduct and behavior outlined in Taekwondo Ontario's Code of Conduct.
3. Taekwondo Ontario supports and encourages the rights to freedom of speech, expression and association; including the use of social networks. Nevertheless, as representatives of Taekwondo Ontario, individuals are held to a higher standard and may be viewed as public role models.
4. Individuals are encouraged to embrace Social Media while following these guidelines:
 - a. Understand that Individuals represent Taekwondo Ontario. There are no "off hours" when it comes to Social Media.
 - b. Accept that everything posted is on the record and very public. The ability to share Social Media communications is very powerful and anything sent to a few can be shared with many thousands in a matter of seconds.
 - c. Choose your language and message wisely.
5. Individuals acknowledge that their Social Media may be viewed by anyone; including but not limited to Taekwondo Ontario, government, and sponsors.
6. Inappropriate material found by third parties affects the third parties' perception of the Individual and Taekwondo Ontario and its programs. This can also be detrimental to an Individual's future, including future professional employment.
7. When using Social Media, an individual must model appropriate behavior befitting the Individual's role and status in connection with Taekwondo Ontario.
8. The following Social Media conduct may be considered a minor or major infraction, at the discretion of Taekwondo Ontario:
 - a. Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at another person or group of people.
 - b. Posting a picture, altered picture, or video on a social media medium that is harmful, disrespectful, insulting, or otherwise offensive.
 - 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 Taekwondo Ontario, its stakeholders, or its reputation.
 - d. Any instance of bullying or harassment between an Individual and another person.
 - e. Appearing in a video, photo or graphic deemed inappropriate or offensive while wearing an official Team Ontario uniform.



TAEKWONDO ONTARIO
420 HIGHWAY 7 E
B-103
RICHMOND HILL, ON
L4B 3K2 CANADA
TAEKWONDO-ONTARIO.COM

POLICY REVIEW

This policy will be maintained by the 1st Vice President or designate and reviewed and approved by the Board of Directors at minimum every two years.