

viaSport Policy	
Policy Type:	Operational Policy
Created:	October 2024
Revised:	-
Reviewed:	Every 2 years
Policy Name:	Social Media Policy

1) POLICY STATEMENT

- a) viaSport encourages the use of social media and this policy sets standards for use by its Board Members, Committee and Working Group Members, Staff and others representing viaSport to enhance effective internal communication, build the viaSport brand, and interact in a professional manner.
- b) viaSport utilizes social media to:
 - i) Strengthen community relationships.
 - ii) Reward superfans
 - iii) Build an active community through online conversations
 - iv) Prioritize proactive engagement
 - v) Prepare answers to difficult questions
 - vi) Address any confusion
 - vii) Thank those who are happy with viaSport's work
 - viii) Reshare messages that acknowledge viaSport BC
 - ix) Amplify sector stories and voices

2) PURPOSE

- a) To ensure appropriate standards for social media use are in place to protect the reputation of viaSport and foster a culture of positive social media use.

3) SCOPE

- a) This policy applies to viaSport representatives and provides the BC Sport Sector with guidance while engaging in social media activity.

4) DEFINITIONS

- a) Social Media: Means websites and applications that enable users to create and share content or to participate in online social networking.
- b) Social media community management: the process of engaging audiences responsibly across social media networks to increase brand loyalty and grow authentic connections.
- c) Other Representatives: An individual who is not a viaSport Board or Staff Member that is assigned or appointed by a Board or Staff Member with the authority to do so, to represent the society in an official capacity.

5) STANDARDS

All Board Members, Committee and Working Group Members, Staff, and others representing viaSport at sporting activities must ensure their social media communications are appropriate and professional and must not:

- i) Upload content to, or participate in, social media activities in the following situations:
 - (a) Post explicit pictures and/or inflammatory language that can be linked to viaSport.
 - (b) Share any strategic, tactical, personal or otherwise confidential information.
 - (c) Criticize any Designated Organizations, their members or Boards, coaches, athletes, officials, other team staff, volunteers and/or parents.
 - (d) Criticize any funding/sponsor/partner organizations, their members, staff, volunteers and/or customers.
- ii) Post opinions on social media on behalf of viaSport.
- iii) Speak to the media or post on social media on behalf of viaSport.
- iv) Post or comment on complaints and/or discipline issues, legal issues, media related issues or potential crisis issues without authorization to do so.
- v) Post or comment that could be interpreted as a lobbyist and/or political activity.
- b) viaSport does not regulate, restrict, or direct the private or personal views or opinions of individuals. When making a public comment, it is the responsibility of the individual to clearly indicate when the comments are personal or private views and opinions.

6) GUIDELINES

- a) Consider Audience - British Columbia is a multicultural and diverse society and it is important to be aware of and respect this diversity when posting online.
- b) Content posted on social media channels is permanent, whether posting content on the internet, or social media. Even if the post is quickly removed or updated, it could have already been viewed, and saved, by external parties. Additionally, social media is viewed globally, and instantly, even in the absence of a sizable number of 'followers'. One 'repost' could result in a comment communicated to a far wider audience. Deleting an inappropriate post, while advisable, does not necessarily prevent disciplinary action being taken.
- c) Actively manage your reputation online. This involves keeping social profiles clean from spam and ensuring that any negative feedback is addressed by:
 - i) Addressing concerns
 - ii) Hiding offensive comments

7) APPLICABLE OPERATIONAL PROCEDURES

- a) N/A

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