



SOCIAL MEDIA POLICY

*To be used in conjunction with the terms defined in Definitions Conduct and Definitions Policy.
Additional terms are defined in the UCCMS*

Preamble

1. Golf Canada is aware that Organizational Participant interaction and communication occurs frequently on social media. Golf Canada cautions Organizational Participants that any conduct falling short of the standard of behaviour required by this *Social Media Policy* and the *Code of Conduct and Ethics* may be subject to the disciplinary sanctions identified within the *Discipline and Complaints Policy*.

Application of this Policy

2. This Policy applies to all Organizational Participants.

Conduct and Behaviour

3. All conduct and behaviour occurring on Social Media must comply with the *Code of Conduct and Ethics*.
4. Any violation of this Policy that may be considered “Prohibited Behaviour” or “Maltreatment” (as defined in the UCCMS) when the Respondent is a Organizational Participant who has been designated by Golf Canada as a UCCMS Participant (as defined in the *Discipline and Complaints Policy*), will be handled pursuant to the policies and procedures of the Office of the Sport Integrity Commissioner (“OSIC”), subject to the rights of Golf Canada as set out in the *Discipline and Complaints Policy* and any applicable workplace policies.
5. Organizational Participants may not engage in the following behaviour on social media:
 - a) Posting a disrespectful, hateful, harmful, disparaging, or insulting comment on a social medium that is directed at an Organizational Participant, at Golf Canada, or at other individuals connected with Golf Canada.
 - b) Posting a picture, altered picture, or video on a social medium that is harmful, disrespectful, insulting, embarrassing, suggestive, provocative, or otherwise offensive, and that is directed at an Organizational Participant, at Golf Canada, or at other individuals connected with Golf Canada.
 - c) Creating or contributing to a Facebook group, webpage, Instagram account, Twitter feed, blog, or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about Golf Canada or its stakeholders or reputation.
 - d) Any instance of cyber-bullying or cyber-harassment between one Organizational Participant and another Organizational 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. Violations of this policy may be subject to the *Discipline and Complaints Policy*.

7. If Golf Canada unofficially engages with an Organizational Participant on Social Media (such as by retweeting a tweet or sharing a photo on Facebook) the Participant may, at any time, ask Golf Canada to cease this engagement.
8. 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*.
9. An individual who believes that an Organizational Participant's Social Media activity is inappropriate or may violate policies and procedures should report the matter to Golf Canada in the manner outlined by the *Discipline and Complaints Policy*.

Golf Canada Responsibilities

10. Golf Canada has a responsibility to understand if and how Persons in Authority and Athletes are using Social Media to communicate with each other.
11. Complaints and concerns about the behaviour of a Person in Authority or Athlete in Social Media can be addressed under the *Discipline and Complaints Policy*.