



POLICY TYPE: GENERAL GOVERNANCE

POLICY TITLE: SOCIAL MEDIA

The prominence of digital and social media has created tremendous opportunity for engagement, communication and collaboration. Social networking sites allow photographs, videos and comments to be shared with thousands of other users. However, caution should be exercised with respect to sharing certain information, including confidential information or information which could pose reputational risk, on those sites.

As such, this policy is intended as a framework to assist Equestrian Canada participants in navigating digital and social media in ways that strike a successful balance between supporting the team, enjoying freedom of speech, and being good digital citizens.

Support the Team

First and foremost, Equestrian Canada encourages registered participants to share public Equestrian Canada content as frequently as possible. Any content published by Canada through its social media channels, its website, or any media, is open for registered participants to proudly share and promote – it is a tremendous boost to know that the people in the Equestrian Canada organization can be relied on to amplify Equestrian Canada messages.

Responsibility

Be engaged and have fun, but be smart and understand that the legal system guarantees the freedom to say what a Person likes but does not guarantee there won't be consequences, positive or negative, of any such speech. There is a greater responsibility for those individuals who identify an association with Equestrian Canada and/or discuss Equestrian Canada-related matters, to demonstrate behaviour that is consistent with Equestrian Canada values and policies, similar to expected conduct in public spaces. The Equestrian Canada Code of Conduct applies to social media as well as any other activities a registered participant may engage in.

Guidance

Essentially, consideration of three simple principles are suggested for any use of social media: (i) use common sense; (ii) beware of any privacy concerns; and (iii) play nice and be honest.

To avoid potential negative consequences, do not:

1. use racist, sexist, homophobic, threatening or criminal language in your content – hate speech in any public forum will not be tolerated and may result in disciplinary action up to and including expulsion from Equestrian Canada;
2. make threatening, harassing, defamatory or offensive comments about Equestrian Canada colleagues on the internet or publish any comments that could embarrass or damage the name or reputation of Equestrian Canada or its sponsors, clients or partners.



Please do the following:

1. If a registered participant identifies that Person as a team member or affiliated with Equestrian Canada in a specific publishing channel or platform, please use your official title, and ensure that any profile or related content is consistent with Equestrian Canada policies and expected behaviour.
2. Seek approval of Equestrian Canada for the use of any Equestrian Canada logos, brand names, slogans or other trademarks.
3. If a Person publicly discusses Equestrian Canada or Equestrian Canada-related matters, make it clear that such Person is speaking personally and not as an official spokesperson of Equestrian Canada.
4. If citing or referencing Equestrian Canada clients, partners, and/or suppliers, do not publish anything that might allow inferences to be drawn that could or damage reputation or relationship.

Consequences

Failure to comply with the Equestrian Canada Social Media Policy may result in disciplinary proceedings, including a complaint being filed under the EC Dispute Resolution Policy, and/or the requirement to remove postings, comments or other social media publications that are deemed to be in breach of this Policy. In addition, social media publications or submissions may be subject to criminal proceedings.

Other Requirements

In addition to the present Policy, please be aware that certain rules and guidelines may apply with respect to the use of social media and other online activities in the context of events including the Olympic Games, Youth Olympic Games or Pan American Games and content related to such events (e.g. use of photos and videos, etc.), communicated from time to time by other organizations, including without limitation the International Olympic Committee, the organizing committees of the relevant Games or the Canadian Olympic Committee.