



# BRITISH COLUMBIA TARGET SPORTS ASSOCIATION

## COMMUNICATION AND SOCIAL MEDIA POLICY

Electronic communication is essential for sharing and disseminating news and information with our members, registered participants and supporters. BC Target Sports communication will be timely, respectful, appropriate and related to the business of sport. BC Target Sports will use a range of electronic tools to communicate with its members, registered participants and supporters.

BC Target Sports' communication will protect the privacy of our members, registered participants and supporters; maintain clear boundaries and ensure that bullying and harassment does not occur; and restrict inappropriate and offensive behaviour online, including:

- Photos, videos, comments or posters showing the personal use of alcohol, drugs and tobacco;
- Photos, videos, and comments that are of a sexual nature;
- Pictures, videos, comments or posters that condone drug-related activity;
- Content that is unsportsmanlike, derogatory or threatening toward any other individual or entity;
- Information that is sensitive or personal in nature or which is not public information.

The President and/or BC Target Sports executive will provide accountability and control over material published/released on the BC Target Sports website and any related discussion groups or social media website platforms administered by BC Target Sports.

### **Website**

The BC Target Sports website (<http://bctsa.bc.ca>) will include current information on competitions, clinics, camps, social events, key registered participants, committees, policies, grants, constitution, rules and by-laws and other relevant, sport-related information. No offensive content or photos will be published on the BC Target Sports website. Any offensive content or photos that appear on the BC Target Sports website will be removed as soon as possible. BC Target Sports will seek feedback from its members, registered participants and supporters to improve the information available on the site or released through social media.

### **Text and Email**

Board members, staff, coaches and team managers may use text and email to provide information about competition, training, club-sanctioned social events and other sport-

related business. However, text messages should be short and restricted to sport related matters. Email communication will be used where more information is required.

## **Social Media**

BC Target Sports treats all social media postings, blogs, status updates and tweets as public 'comment'. Posts attributed to BC Target Sports on social media:

- Should be family-friendly and feature positive news and events. Shall not disclose personal information about members, registered participants and supporters or others without their consent.
- Shall not include statements that are misleading, false or likely to injure a person's reputation, or that might bring an individual, event, club, business or association into disrepute.

Abusive, discriminatory, defamatory, intimidating or offensive statements by BC Target Sports directors, officers, members, registered participants, supporters or others connected or associated with BC Target Sports will not be tolerated. Offending posts shall be removed as soon as possible.

## **Electronic Communication**

Electronic communications by BC Target Sports directors, officers, members, registered participants, supporters or others connected or associated with BC Target Sports:

- Must not offend, intimidate, humiliate or bully another person;
- Must not be misleading, false or injure the reputation of another individual, event, club, business or association;
- Should respect and maintain the privacy of members, registered participants and supporters and others;
- Shall be consistent with expectations set out in the BC Target Sports Code of Conduct, Athlete Agreements, and other relevant BC Target Sports policies and agreements; and
- Must not bring BC Target Sports, Shooting Federation of Canada or the International Shooting Sport Federation into disrepute

## **Non-Compliance**

Staff, coaches, managers, athletes, officials, registered participants, supporters and others may face disciplinary action for sending inappropriate electronic communication or for posting online content or comments that harass, offend, intimidate or humiliate another individual or entity, or for other electronic communication that is in contravention of this policy. Any determination of non-compliance or imposition of disciplinary action shall be the responsibility of the Board. Disciplinary action for a contravention of this policy may include suspension or termination of membership or registration.

## **Complaint Procedure**

Complaints that there has been a contravention of this Policy shall be made to the President at [president@bctsa.bc.ca](mailto:president@bctsa.bc.ca). The President shall ensure that the complaint is placed on the agenda of the next board meeting for discussion.

## **Dispute Resolution**

Persons who wish to challenge any disciplinary action taken pursuant to this policy shall do so through the BC Target Sports Dispute Resolution Policy.