



OTTAWA GYMNASTICS CENTRE SOCIAL MEDIA POLICY AND GUIDELINES

Definitions

1. The following terms have these meanings in this Policy:
 - a) “Individuals” – Ottawa Gymnastics Centre (OGC) members, including athletes and their parents/guardians, Board Members and OGC volunteers.
 - b) “Employee” – All persons employed by OGC, including coaches, staff, independent contractors, students etc.
 - c) “Social Media” – Consists of online websites and platforms which allow Individuals/Employees to have individual user profiles and share, create and interact with other user-generated content. This includes text, images, video and audio. Examples include but are not limited to Facebook, Twitter, YouTube and LinkedIn.
 - d) “Post” – Act of adding an item to a social media site. e.g.: posting update to Facebook.

Purpose

2. This Policy provides OGC Individuals/Employees with information for the use of OGC related images and information on various Social Media platforms. The Policy is intended to help OGC Individuals/Employees represent OGC with professionalism and integrity in the use of Social Media. This Policy applies to the social networking activity of all OGC Individuals/Employees, and establishes guidelines for OGC Individuals/Employees to follow when communicating in the media and/or online in reference to OGC.

Application of this Policy

3. This Policy applies to all Individuals/Employees as defined in the Definitions as well as any OGC Corporate Social Media accounts.
4. Social Media platforms may be used by OGC Employees for OGC related purposes subject to the restrictions set forth in this Policy. These provisions in this policy are intended to ensure compliance with OGC’s legal and contractual obligations. In addition, Individuals are also bound by this Policy if and when postings are made to Social Media in the context of their involvement with OGC.
5. When using Social Media platforms, Individuals/Employees must always speak for themselves, not for OGC or any other OGC Employees, OGC athletes, OGC parents/guardians, or the OGC Board of Directors, unless otherwise approved by the Executive Director. This Policy does not prevent OGC Employees from revealing that they work for OGC in their

postings to Social Media as well as their work title and position, and OGC Employees may discuss OGC and the general nature of their work publicly.

Privacy

6. The privacy of all OGC Employees, families and athletes must be respected when OGC Employees make postings to Social Media. Non-public information about Individuals/Employees must not be disclosed under any circumstances.
7. OGC has a Waiver/Photograph Release form to be reviewed and considered by all OGC members and/or parents/guardians to ensure usage of photos of athletes is allowable. If a parent/ guardian does not authorize the release of photos, they must advise OGC in writing.
8. An OGC Employee must have consent from an Individual to the posting of photos to Social Media before the Employee makes a posting about OGC and/or a particular athlete or group of athletes. If this Individual is a minor, consent must be provided by the parents/guardians of the athlete. If an OGC Employee is uncertain about whether or not consent has been provided, then the posting to Social Media by the employee should not occur under any circumstances.

Monitoring

9. The Executive Director shall monitor all Social Media content for OGC. The Executive Director may appoint specific OGC staff members to update and post on OGC Social Media sites. Failure by an OGC Employee to follow this policy may result in disciplinary action being taken by OGC as outlined in the Discipline and Complaints Policy.
10. If the OGC receives a request in writing from an Individual to remove a post that contains their name or image, the OGC is obliged to do so within one business day.