

OTTAWA GYMNASTICS CENTRE
SOCIAL MEDIA AND COMMUNICATION POLICY AND GUIDELINES

1. The following terms in the Policy are defined as follows:

- a) “Individuals” – Ottawa Gymnastics Centre (OGC) members, including athletes and their parents/guardians, Board Members and OGC volunteers.
- b) “Employees” – All persons employed by OGC, including but not limited to coaches, staff, independent contractors, students.
- c) “Social Media” – Consists of online websites and platforms that 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, Instagram, Tiktok and LinkedIn.
- d) “Post” – A piece of writing, image, or other item of content published online (such as social media website or blog).

Purpose

- 2. This Policy provides OGC Individuals/Employees with direction 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.
- 5. 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, including but not limited to as Board Members and OGC Volunteers.
- 6. When using their personal accounts on 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.

7. The Executive Director shall monitor, or appoint specific Employees to monitor, all Social Media content for reference to OGC.
8. The Executive Director is responsible for OGC Social Media posts and may appoint specific Employees to update and post on OGC Social Media sites. The Executive Director shall ensure that the necessary authentication is in place to ensure the security of the OGC Social Media accounts.

Privacy and Communications

9. All communications between athletes and coaches shall be open and transparent and must always include another coach, parent or neutral third party on all email, texts, video conferencing or phone calls. To be clear, coaches who privately communicate with athletes via any of these means will be suspended from their coaching duties at OGC. For example all texts should be a group communication, emails should have another coach or a parent CC'd etc.
10. Employees of the OGC are not to follow or befriend private athlete accounts on social media. Employees are **never** to communicate privately to athletes on social media. To be clear, coaches who privately communicate with athletes on social media will be suspended from their coaching duties at OGC. The protection of a professional dynamic between coaches and athletes must be kept both online and offline. If an athlete needs to urgently communicate to a coach, a parent/guardian of the athlete can email the coach, OGC's front office (info@ottawagymnasticscentre.ca), or call our facility at (613)722-8698. Examples of inappropriate electronic communication include:
 - intimate or personal texting with athletes.
 - inviting athletes to meet privately or without a valid gymnastics context.
 - sending personal email or social networking contact information to athletes to communicate for personal reasons.
 - using informal and unprofessional language with athletes, such as profanity.
 - criticizing athletes, parents or colleagues openly on social media.

- posting or forwarding content, links or comments that might be considered offensive, discriminatory or inconsistent with professional or ethical standards.

11. The privacy of all OGC Employees, families and athletes must be respected when OGC Employees make postings to Social Media. Information not available to the public about Individuals/Employees must not be disclosed under any circumstances without their expressed consent.
12. 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.
13. An OGC Employee must have consent from an Individual to post photos to Social Media either through the athlete registration or expressed consent, 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 may not occur under any circumstances.
14. If the OGC receives a request in writing from an Individual to remove a post that contains their name or image, the OGC shall do so as soon as possible but no later than two business days.

Discipline

14. Failure by the Executive Director or Employees to follow this Policy may result in disciplinary action being taken by OGC.
16. Individuals/Employees may face disciplinary action for posts on private accounts.