



Social Media Policy

Policy Statement

Skate Ontario recognizes that social media, used in a responsible manner, is an effective tool for positive communication about the organization and among its stakeholders. The purpose of this policy (“Policy”) is to safeguard the organization’s integrity, image and branding. All representatives of Skate Ontario are required to exercise good judgment in their use of social media and conduct themselves in a responsible and respectful manner when contributing and interacting in online spaces.

Applicability

This Policy is applicable to all Skate Ontario stakeholders including skaters, coaches, volunteers, clubs, skating schools and staff (“Stakeholders”). This Policy is not intended to interfere with the private lives of our Stakeholders or to impinge on the right to freedom of speech.

Definitions

Certain terms used herein may not be capitalized; however, for the purposes of this Policy, the following terms herein have the ascribed meanings as set forth below. In addition, all references to the singular include the plural and vice versa.

Social media: Should be understood in its broadest interpretation to include but is not limited to Facebook, , TikTok, Instagram, YouTube, blogs, electronic newsletters, online forums and other sites and services that permit users to share information with others in a contemporaneous matter.

Official use: Refers to anyone posting on behalf of the organization, with any form of Skate Ontario in their username or description.

Personal use: Refers to posts about Skate Ontario through a personal, non-affiliated account of any Stakeholder. Skate Ontario Stakeholders are free to publish or comment via social media in accordance with this policy.

Guidelines

- The purpose of using social media channels representing Skate Ontario is to support the organization’s mission, goals, programs, efforts and events, including news, information, content and objectives.
- When posting for either official or personal use, refrain from reporting, speculation, discussion or giving opinions on Skate Ontario topics or personalities that could be considered sensitive, confidential or disparaging.
- Confidential or proprietary information that has been shared with you should not be publicized on social media channels.
- As in all communications, Stakeholders should be consistent in their message when posting about Skate Ontario. Users are not permitted to post information, photos or other representations of inappropriate behaviour, or items that could be interpreted as demeaning or inflammatory.
- All communications will be positive and respectful of others. This includes the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults and obscenity) but also proper consideration of privacy of objectionable topics, such as politics and religion.
- Stakeholders are encouraged to tag the accounts of athletes and coaches, along with images, provided the action does not release any personal information the subject does not already have on their account/handle.



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- When representing Skate Ontario, professionalism and quality must be maintained. This includes the use of proper grammar, syntax, style and accuracy of information in all posts. All communications should adhere to the brand guidelines and established online voice of Skate Ontario.
- Stakeholders will not use social media to promote goods or services not affiliated with Skate Ontario.

Material posted on Skate Ontario media platforms that does not follow this Policy, will be promptly removed or the individual who posted on an affiliated account will be asked to remove said post.

Reporting

If you see a misrepresentation of Skate Ontario in the media, you may report it to Skate Ontario at communications@skateontario.org. Conversations are encouraged, but if you feel the values of Skate Ontario are being contradicted, please address the issue immediately.

If an error is made, correct it quickly and if you modify an earlier post, make it known that you have done so. If accused of posting something incorrect, you may seek an official response from Skate Ontario at communications@skateontario.org.

Policy adherence

This policy has been written to complement the Skate Ontario Code of Conduct which outlines the expectations of Skate Ontario with regards to providing a safe environment in which all individuals and groups are treated with respect and dignity in an environment valuing equity, diversity, and inclusion. Breach of its guidelines may be subject to disciplinary action.

This policy has been written to complement the Skate Ontario General Dispute Reporting and Resolution Policy.

Policy administration

Skate Ontario maintains and reviews this policy every three years at a minimum in accordance with our Policy Management Policy.