



Shooting Federation of Canada

High Performance Program

Social Media Policy

1. INTRODUCTION:

The purpose of this Social Media Policy will encompass public communications through internet mediums and websites. Social Media is defined as any network on-line communication (e.g. Twitter, Instagram, public fund-raising apps)

The policy will be applicable to all members of the Shooting Federation of Canada (SFC) High Performance Program.

The SFC recognizes and appreciates the value of social media and the importance of social networking to its stakeholders. The SFC also respects the right of all members and Federation personnel to express their views publicly, however, with an awareness of the threats social media and networking can create.

This policy is to ensure that all High Performance Program (HPP) members are aware that conduct deemed to be inappropriate may be subject to disciplinary action by the Shooting Federation of Canada.

2. SOCIAL MEDIA GUIDELINES

- The Shooting Federation of Canada holds every member of the High Performance Program who participates in social media and networking to the same standards as it does for all other forms of media including radio, television and print.
- Comments or remarks of an inappropriate nature which are detrimental to the Program, the Federation or an individual will not be tolerated and will be subject to disciplinary action.
- Social media comments are “on the record”, instantly published and available to the public and media. Everyone including the Federation’s Board of Directors and Executive Committee and/or HPP personnel, athletes, corporate partners and the media can review social media communications. HPP members should always conduct themselves in an appropriate and professional manner.
- HPP members must abstain from divulging confidential information of a personal or team related nature and avoid revealing business or sport strategies that could provide another team or individual a competitive advantage. Furthermore, HPP members are not to discuss injury information about any athlete and only divulge information that is considered public in nature.
- HPP members are to always use best judgment and pause before posting. HPP members will be responsible for the comments that are published for the public record.
- HPP members are asked to request approval from the High Performance Committee or National Coach prior to participating in an online network.
- SFC Athletes are restricted to social media participation and networking only on days surrounding competition and not on the day of their competition.

3. SOCIAL MEDIA VIOLATIONS

The following examples of an Athlete’s conduct on social media and/or networking mediums are considered in violation of this policy and may be subject to disciplinary action by the Shooting Federation of Canada.

The HPP member may not:

- Make statements deemed publicly critical of officials or detrimental to a team member, the SFC or other individuals.
- Expose confidential information of another athlete without their consent, competition strategies, matters that are sensitive in nature and the like.

- Make negative or derogatory comments about Team members, the SFC, staff, HPC members or members of the Board of Directors.
- Bully, harass or make threats against other athletes, Officials, SFC personnel, HPC members or members of the Board of Directors.
- Promote negative influences or criminal behaviour through video, photos or commentary. These include, but are not limited to:
 - Drug abuse
 - Alcohol abuse / public intoxication
 - Hazing / sexual exploitation, etc.
 - Mishandling of firearms
- Undertake any activity that contradicts the current policies of the Shooting Federation of Canada.
- Make inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with the SFC's policies and regulations on these matters.
- Undertake online activity that is meant to alarm other individuals or to misrepresent fact or truth.

4. DISCIPLINE

The Shooting Federation of Canada, through the High Performance Committee and/or Executive Committee, will investigate reported violation(s) of this policy. If the investigation determines that a violation has occurred, the SFC/Executive could impose the following penalties dependent on the severity of the violation.

- A. verbal warning
- B. written warning
- C. suspension from current competition or team activity
- D. removal from team and being sent home
- E. suspension of all or any portion of Shooting Federation of Canada funding
- F. suspension from designated High Performance teams and/or competitions for one year
- G. suspension from designated High Performance teams and/or competitions indefinitely

The exception to this is any violation that is criminal in nature. Such violations will be investigated by the appropriate authority and if guilt is confirmed, suspension from the SFC High Performance Program will be indefinite in nature.

5. SUMMARY

When using social media and networking mediums, High Performance Athletes are to assume that they are representing the SFC at all times. High Performance Athletes are to remember to use the same discretion with traditional forms of media. Should the identity or image of any member of the High Performance Program be used in Social Media and Networking without their consent, it will be considered to be identity theft and is strictly prohibited.

It would be appreciated if all HPP members would notify the SFC office of any use of an SFC athlete's image or likeness as soon as noticed.

THIS DOCUMENT TO BE ELECTRONICALLY SIGNED.