

Regina Lawn Bowling Club

Social Media Use Policy

Definitions

1. The following terms have these meanings in this Policy:
 - a) “Social media” – The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, YouTube, Instagram, Snapchat, Facebook, and Twitter
 - b) “RLBC branded social media” – Official social media engagement by Regina Lawn Bowling Club including RLBC’s Facebook page(s), Twitter feed, photo sharing accounts, YouTube channels, blogs, or other social media engagement; both those that exist currently and those that will be created by Regina Lawn Bowling Club in the future
 - c) “Representative” – All individuals employed by, or engaged in activities on behalf of Regina Lawn Bowling Club. Representatives include staff, directors and officers of RLBC, committee members, club members and volunteers.
 - d) “RLBC” and “Regina Lawn Bowling Club” – will denote Regina Lawn Bowling Club Inc.

Purpose

2. RLBC encourages the use of social media by its Representatives to enhance effective internal communication, build the RLBC brand, and interact with members. Since there is so much ambiguity in the use of social media, Regina Lawn Bowling Club has created this policy to set boundaries and standards for Representatives’ social media use.

Application of this Policy

3. This Policy applies to all Representatives

Representatives’ Responsibilities

4. Regina Lawn Bowling Club Representatives will not:
 - a) Use social media for the purpose of fraud or any other activity that contravenes the laws of Canada, Bowls Sask Code of Conduct and Ethics, or any other applicable jurisdiction
 - b) Impersonate any other person or misrepresent their identity, role, or position with Regina Lawn Bowling Club
 - c) Display preference or favouritism with regard to clubs, athletes, or other members
 - d) Upload, post, email, or otherwise transmit:
 - i. Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive of another person’s privacy, or otherwise objectionable
 - ii. Any material which is designed to cause annoyance, inconvenience, or needless anxiety to others

- iii. Any material that infringes on the patent, trademark, trade secrets, copyright, or other proprietary right of any other party
 - iv. Any material that is considered RLBC's confidential information or intellectual property
5. Representatives shall refrain from discussing matters related to RLBC's operations on Representatives' personal social media. Instead, matters related to RLBC or its operations should be handled through more official communication channels (like email) or through the RLBC's branded social media.
6. Representatives must engage with social media only in the context(s) described in their contract of employment, or volunteer position with RLBC. For example, a RLBC Board Member shall not represent RLBC in answering a question on RLBC branded social media that is directed at, and better addressed in more official communication channels by the President and/or the Executive Board.
7. Representatives shall use their best judgment to respond to controversial or negative content posted by other people on RLBC branded social media. In some cases, deletion of the material may be the most prudent action. In other cases, responding publicly may be preferred. If a Representative questions the correct action to take, the Representative shall consult with President and/or the Executive Board who has more decision-making authority at RLBC.
8. Representatives shall use a clear and appropriate writing style.

Regina Lawn Bowling Club Responsibilities

9. Regina Lawn Bowling Club will:
- a) Designate a Director to have the responsibility to monitor and control all RLBC's social media passwords and RLBC email account and distribution of mass mailings.
 - b) Ensure that Representatives only use social media in a positive manner when connecting with others
 - c) Properly vet and understand each social medium before directing Representatives to engage with, or create RLBC branded social media
 - d) Ensure that Representatives balance personal and professional information posted via social media and inform Representatives that a balance is necessary and positive

Enforcement

10. Failure to adhere to this Policy may permit discipline in accordance with Bowls Sask Discipline and Complaints Policy, legal recourse, or termination of employment/volunteer position or possibly termination of RLBC membership.