

SOCIAL MEDIA POLICY	
Introduction	I-SPARC is actively engaged in social media to extend the reach and messages of the Society and engage with key audiences in a meaningful way. Employees, volunteers, and participants are the best ambassadors and promoters of I-SPARC and are encouraged to take part and share their experiences through social media.
Definitions	<p>For the purposes of this policy:</p> <p>A Post: is an act of adding an item to a social media site. e.g. posting update to Facebook.</p> <p>Cyber Bullying: can include, but is not limited to the following conduct on any social medium, via text-message, or via email: regular insults, negative comments, vexatious behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour.</p> <p>Individuals: An employee, volunteer or participant of I-SPARC.</p> <p>Inappropriate Post: contains obscene, defamatory, profane, libelous, threatening, harassing, abusive, disrespectful, hateful, insulting, disparaging, embarrassing, or otherwise negative comments to another person or entity.</p> <p>Social Media: means any website, platform for online publication and commentary, including but not limited to blogs, Facebook, LinkedIn, Twitter, Instagram, Snapchat, Flickr, and YouTube.</p>
Purpose of the Policy	This policy provides direction to I-SPARC employees, volunteers, and participants with guidelines for the use of I-SPARC related images and information with professionalism and integrity on various social media platforms.
The Policy	<p>Only designated Individuals will be given the authority to communicate through social media on behalf of I-SPARC. Official announcements and information will be distributed through I-SPARC social media accounts first.</p> <p>Social media users acknowledge that their activity may be viewed by anyone; including I-SPARC.</p> <p>The following Social Media activity may be considered inappropriate on any social media medium that is directed at an Individual, at I-SPARC, or other people who connected with I-SPARC:</p> <ul style="list-style-type: none"> • Writing a post; • Posting a picture, altered picture, or video;

	<ul style="list-style-type: none"> • Creating or contributing to a Facebook group, webpage, Instagram account, Twitter feed, blog, or online forum • Any instance of cyber-bullying or cyber-harassment <p>If I-SPARC unofficially engages with an Individual on social media (e.g. retweeting a tweet or sharing a photo on Facebook) the Individual may, at any time, ask I-SPARC to cease this engagement.</p> <p>Removing content from Social Media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to I-SPARC’s Discipline and Complaints Policy.</p>
<p>Application of the Policy and Guiding Principles</p>	<p>The following outlines expectations when posting to, or dealing with, Social Media platforms:</p> <ul style="list-style-type: none"> ▪ Anonymity: The internet is not anonymous. All employees, volunteers, and participants must assume that everything that is written by an I-SPARC employee, volunteer, or participant can be traced back to I-SPARC. There is no longer a clear boundary between a person’s personal life and work life; It must be abundantly clear to readers that all opinions are yours, and does not represent the views of I-SPARC; • Confidentiality: Do not disclose any confidential or proprietary information of or about I-SPARC, its affiliates, directors, employees, athletes, healthy living leaders, consultants, vendors, or suppliers, including but not limited to business and financial information; • Honest Communication: In posting to Social Media Individuals shall not lie, withhold, or misconstrue the truth; • Inappropriate Posts: Individuals may not post any material to I-SPARC ‘s social media platforms that is Inappropriate. Social media activity must not interfere with an employee’s work commitments; • Permission to Post: Individuals should not be cited or referenced without their approval. An employee may not use I-SPARC’s social media platform to endorse or promote any product, opinion, cause, or political view; Logos and graphics belonging to I-SPARC are not to be used without approval. <p>All conduct and behaviour occurring on Social Media may be subject to I-SPARC’s Discipline and Complaints Policy.</p>
<p>Scope of the Policy</p>	<p>This policy applies to all directors, staff, volunteers, and participants of I-SPARC. The implementation of this policy is the responsibility of the Board of Director and supported operationally by the CEO/Executive Director and the Manager, Communications.</p>
<p>Enforcement of Policy</p>	<p>Inappropriate content, advertising, and/or spam will be removed at the discretion of I-SPARC. If a comment leads to ongoing dialogue/debate that is beyond the scope of</p>

	<p>I-SPARC 's mandate and interest to our audience, the conversation will be moved to email, direct message, or other more appropriate forum.</p> <p>Individuals who violate this policy are in breach of I-SPARC's Code of Conduct and may be subject to disciplinary action. Participants may also be subject to additional guidelines and discipline from a related partner organization or relevant Provincial Sport Organization at their discretion.</p> <p>Anyone who believes that an Individual's social media activity is inappropriate or may violate I-SPARC's policies should report the matter to the Manager, Communications.</p>
<p>Review of Policy</p>	<p>This policy will be reviewed by the Board of Directors every three years in May. This policy may be amended at any time as needed by vote of the Board of Directors.</p>