



MANITOBA CYCLING ASSOCIATION

SOCIAL MEDIA POLICY

Approved by the MCA Board of Directors: November 2017

a) Introduction

For the purpose of this Social Media and Networking Policy, the policy will encompass public communications through such internet mediums and websites as Twitter, Facebook, Myspace, LinkedIn, Foursquare and any other social media network that allows users to communicate online. The policy will be applicable to all members of the Cycling Community, including Directors, Clubs, Manitoba Cycling members, staff, Commissaires, athletes, athletes' family members and supporters. Manitoba Cycling recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. Manitoba Cycling also respects the right of all clubs and Association personnel to express their views publicly. At the same time we must be aware of the dangers social media and networking can present. The purpose of this policy is to educate the cycling community on the risks of social media and to ensure that all Clubs and Association personnel are aware that conduct deemed to be inappropriate may be subject to disciplinary action by the Club and/or the Manitoba Cycling Association.

b) Social Media Guidelines

- i) Manitoba Cycling holds the entire Cycling Community 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.
- ii) Comments or remarks of an inappropriate nature which are detrimental to a Club, the Association, or an individual will not be tolerated and will be subject to disciplinary action.
- iii) It should be recognized that social media comments are on the record and instantly published and available to the public and media. Everyone including Association and/or club personnel, athletes, corporate partners and the media

can review social media communications. You should conduct yourself in an appropriate and professional manner at all times.

iv) Refrain from divulging confidential information of a personal or club related nature. Avoid revealing business or strategy that could provide another club or individual a competitive advantage. Furthermore, do not discuss injury information about any athlete. Only divulge information that is considered public.

v) Use your best judgment at all times – pause before posting. Once your comments are posted they cannot be retracted. Ultimately, you are solely responsible for your comments and they are published for the public record.

vi) If requested to participate in an online network, as a direct result of your affiliation with or participation in Manitoba Cycling then we recommend that you request approval from your Club or the Association.

c) Social Media Violations

The following are examples of conduct through social media and networking mediums that are considered violations of the Manitoba Cycling Social Media and Networking Policy and may be subject to disciplinary action by the Club and/or Manitoba Cycling.

- i) Any statement deemed to be publicly critical of Association Commissaires or detrimental to the welfare of a member Club, the Association or an individual.
- ii) Divulging confidential information that may include, but is not limited to the following: athlete injuries; or athlete movement; cycling strategies; or any other matter of a sensitive nature to a member Club, the Association or an individual.
- iii) Negative or derogatory comments about any of the Club and/or the Manitoba Cycling Board and staff, programs, stakeholders, or any member of Manitoba Cycling.
- iv) Any form of bullying, harassment or threats against athletes or Commissaires.
- v) Photographs, video or comments promoting negative influences or criminal behavior, including but not limited to: drug use, alcohol abuse, public intoxication, hazing, sexual exploitation, etc.
- vi) Online activity that contradicts the current policies of the Manitoba Cycling Association or any of its member Associations.
- vii) Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with Manitoba Cycling policies and Operating Rules on these matters.

viii) Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

d) Discipline

The Clubs and/or Manitoba Cycling will investigate reported violation(s) of this policy. If the investigation determines that a violation has occurred, the Club, Manitoba Cycling and/or the President will impose an appropriate suspension. Any appeal of the suspension will be dealt with as set out in the appeal policy set by Manitoba Cycling.

e) Summary

When using social media and networking mediums, the cycling community should assume at all times they are representing Manitoba Cycling and/or its Clubs. All members of the cycling community should remember to use the same discretion with social media and networking as they do with other traditional forms of media. Should the identity or image of any member of the Cycling Community be used in Social Media and networking without the Individual, Club or Association authorization, this is considered to be identity theft. Please notify the Manitoba Cycling Office immediately. Any use of an athlete's image or likeness without the written consent of Manitoba Cycling is strictly prohibited.

Approved by the MCA Board of Directors at the November 2017 Board Meeting.