

## **SOCIAL MEDIA**

### 1. **Definitions**

The following terms have the following definitions within this section of the Ontario Karate Federation policies:

- 1.1 **Social media** – refers to computer mediated communication media - these include but are not limited to: blogs, YouTube, Facebook, Instagram, snapchat, twitter and LinkedIn.
- 1.2 **Member** – refers to any active Member of the Ontario Karate Federation

### 2. **Purpose**

- 2.1 Social media is changing the way we work, offering a new model to engage with customers, colleagues, and the karate community at large. . Social media content can be designed and utilized for a variety of purposes, from personal communications to commercial marketing. OKF believes this kind of interaction can help us to build stronger, more successful relationships, expand the knowledge of our sport and better communicate with members and the general public. Social media is a way for us to take part in conversations related to the work we are doing at OKF and the things we care about. Members are therefore encouraged to utilize social media, but in keeping with the OKF Code of Conduct and Social Media Policies to minimize the likelihood of problems or misunderstandings. It is important to distinguish the nature of social media content, in order to avoid confusion and to allow members, clubs and coaches to represent themselves appropriately and act in a manner which is respectful. Coaches and clubs, can develop additional guidelines as long as they do not contradict this policy.

### 3. **Application**

- 3.1 No member is obligated to engage with social media. No person or party, including coaches, clubs or organizations can require members to engage with or interact over social media. Similarly, it is impermissible for preferential or prejudicial treatment to result from a member choosing not to utilize social media. Members who choose to interact with other members, clubs or affiliated organizations are not obligated to interact or otherwise connect with all members, clubs or affiliated organizations. Clubs and coaches will not initiate connection or interaction request with members, nor will they pressure members to initiate social media interaction or connection. Individual members can choose to connect or interact with clubs or coaches at their discretion.
- 3.2 Members are not obligated to share or otherwise disclose their social media content, unless that disclosure has been approved by the Ontario Karate Federation as a part of a formal complaint investigation or ethical conduct investigation. Disclosures that result from any investigation from OKF investigations are to be limited to the scope of the investigation.

3.3 Members and clubs are responsible for all of the social media content and interactions that they are found to be in direct association with, if that content is found to be pertaining to the Ontario Karate Federation, which includes but is not limited to the OKF organization itself, its associated clubs, members, or events. All other Ontario Karate Federation guidelines, including those on harassment apply to social media content.

4. **For All Members:**

- 4.1 It is expected that with respect to social media, all OKF members (including, but not limited to: Board of Directors, officials, coaches, staff, volunteers, athletes) will:
- a) Conduct themselves accordingly as representatives of themselves, their club and instructors/coaches, and the OKF.
  - b) Respect your audience. Refrain from derogatory, harassing or insulting behaviour.
  - c) Be authentic. Identify themselves and their role within the association (if applicable). Understand that perceptions of the OKF can be affected by the posts of individuals. If the post is not being done in an official capacity for the OKF, this should be indicated with a disclaimer regarding its personal nature.

5. **For Representatives of OKF:**

- 5.1 This Policy applies to all registrants of OKF, including Board of Directors, Committee Members, full-time staff, volunteer staff (e.g. provincial coaches, managers, referee or coach educators); if you're an OKF employee, contractor, or volunteer creating or contributing to blogs, wikis, social networks, or any other kind of social media, these guidelines are for you. They will evolve as new social networking tools emerge.
- 5.2 Participation in social networking on behalf of OKF is not a right, but an opportunity, to be treated seriously and with respect. All individuals involved in social media on behalf of OKF are expected to:
- a) represent OKF ethically and with integrity
  - b) be transparent – using real names, identifying their role or affiliation with the OKF
  - c) be truthful – any vested interests in something being discussed must be specified
  - d) stick to their areas of 'expertise' and write what they know
  - e) use disclaimers where applicable. For instance, anyone publishing a website outside of OKF should use something like "The postings on this site are my own and don't necessarily represent OKF's positions, strategies, or opinions."
  - f) Remember that unless you have been authorized by OKF's Board of Directors, they cannot speak on behalf of OKF. They must not portray themselves as a spokesperson, even an "unofficial" spokesperson, on issues relating to OKF. People can form opinions about OKF based on the behavior of its personnel.
  - g) Ensure they do not violate OKF's confidentiality. If uncertain, check with the Executive Director in advance.
  - h) Conduct themselves professionally and refrain from embellishing or oversharing. Once information has been put on social media, it cannot usually be retracted. Anything published must be true, not misleading and all claims must be substantiated and approved.
  - i) Be judicious. Ensure content is verifiable and audience-relevant.

- j) Avoid hostile or harassing communications in any posts or other online communications.
- k) Be careful and considerate. There is a fine line between a healthy debate and incendiary reaction. Be thought-provoking without inflaming others.

## 6. Moderation

6.1 Moderation (reviewing and approving content) applies to any social media content written on behalf of OKF by people outside the company – this includes coaching blogs, provincial team social media accounts, etc. – whether the site is on or off the official association’s website. OKF does not endorse or take responsibility for content posted by third parties, a.k.a. user-generated content (UGC). This includes text input and uploaded files, including video, images, audio, and documents. While user participation is encouraged, there are some guidelines third parties are expected to adhere to in order to keep the experience safe for everyone.

- **Post-moderation:** Even when a site requires the user to register before posting, simple user name and email entry doesn't really validate the person. So to ensure least risk/most security, we require moderation of all UGC posts. The designated moderator scans all posts to be sure they adhere to OKF’s guidelines.
- **Community moderation (a.k.a. reactive moderation):** For established, healthy communities, group moderation by regular users can work well. This will sometimes be allowed to take the place of post-moderation – but it must be applied for and approved.
- **OKF’s Approach:** Whether content is post-moderated or community moderated, discretion is important. If the content is positive or negative and in context to the conversation, then it can be approved, regardless of whether it’s favorable or unfavorable to OKF. But if the content is ugly, offensive, denigrating, and/or completely out of context, then moderators and communities are expected to reject the content.

6.2 A note regarding online contests and official club or member social media  
Clubs, coaches and members are permitted to inform other members of social media based contests and official club, member or Karate association of Ontario social media pages, provided members interact voluntarily and does not result in ongoing preferential or discriminatory treatment of members.

6.3 When in Doubt, Ask  
If there are questions about what is appropriate when it comes to social networking, check with the OKF Executive Director prior to posting online.

## 7. Violations of this Policy

7.1 Violations of this Policy shall be subject to the Discipline Policy.