

CRICKET ONTARIO SOCIAL MEDIA 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, Facebook, Instagram, Tumblr, and Twitter.
 - b) “*Individual*”- Participants as defined in the Cricket Ontario all individuals employed by or engaged in activities with Cricket Ontario, including but not limited to, athletes, coaches, officials, volunteers, directors, officers, team managers, team captains, medical and paramedical personnel, administrators, and employees.
 - c) “*Case Manager*” – The person or organization appointed by Cricket Ontario to oversee management and administration of complaints.

Preamble

2. Cricket Ontario encourages Individuals to engage with social media but cautions that such engagement must meet the standard of conduct and behavior outlined by Cricket Ontario *Code of Conduct and Ethics*. Conduct and behavior falling short of this standard may be subject to Cricket Ontario's *Disciplinary Policy*.
3. In particular, athletes who engage with social media must understand that, though they are a representative of Cricket Ontario, they do not represent Cricket Ontario. It should be clear to persons following an athlete's social media activity that the athlete is not speaking on behalf of Cricket Ontario.

Application

4. This Policy applies to all Individuals as defined in the Definitions.

Conduct and Behavior

5. Per the Cricket Ontario *Disciplinary Policy* and *Code of Conduct and Ethics*, the following social media conduct may be considered minor or major infractions at the discretion of the Case Manager:
 - a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an Individual, at Cricket Ontario, or at other persons connected with Cricket Ontario
 - b) Posting a picture, altered picture, or video on a social medium that is harmful, disrespectful, insulting, or otherwise offensive, and that is directed at an Individual, at Cricket Ontario, or at other persons connected with Cricket Ontario
 - c) Creating or contributing to a Facebook group, webpage, blog, or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about Cricket Ontario, its stakeholders, or its reputation
 - d) Any instance of cyber-bullying or cyber-harassment between one Individual and another Individual (including a teammate, coach, opponent, volunteer, or official), where incidents of cyber-bullying and cyber-harassment can include but are not limited to the following conduct on any social medium, via text-message, or via email: regular insults, negative comments, vexatious behavior, pranks or jokes, threats, posing as another person, spreading

rumors or lies, or other harmful behavior

6. All conduct and behavior occurring on social media may be subject to the Cricket Ontario *Disciplinary Policy* at the discretion of the Case Manager.

Individuals Responsibilities

7. Individuals acknowledge that their social media activity may be viewed by anyone; including Cricket Ontario and the Individual's provincial/territorial or local Cricket associations.
8. If Cricket Ontario unofficially engages with an Individual in social media (such as by retweeting a tweet or sharing a photo on Facebook) the Individual may, at any time, ask Cricket Ontario to cease this engagement.
9. When using social media, an Individual must model appropriate behavior befitting the Individual's role and status in connection with Cricket Ontario.
10. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to the Cricket Ontario *Disciplinary Policy*.
11. A person who believes that an Individual's social media activity is inappropriate or may violate Cricket Ontario's policies and procedures should report the matter to Cricket Ontario in the manner outlined by the Cricket Ontario *Disciplinary Policy*.
12. This policy was approved by the Cricket Ontario Board of Directors on the __th day of March, 2018