

SASKATCHEWAN HIGH SCHOOLS ATHLETIC ASSOCIATION (SHSAA)

SOCIAL MEDIA POLICY

Effective date	JUNE 18, 2024
Archived date	-
Date last reviewed	JUNE 18, 2024
Scheduled review date	JUNE, 2025
Replaces and/or amends	
Approved by and date	SHSAA Board of Directors, JUNE 18, 2024
Appendix(-ces) to this Policy	-

Preamble

1. SHSAA is aware that Individual interaction and communication occurs frequently on social media. SHSAA cautions Individuals that any conduct falling short of the standard of behaviour required by this Policy and the *Code of Conduct and Ethics* may be subject to the disciplinary sanctions identified within the *Discipline and Complaints Policy*.

Application of this Policy

2. This Policy applies to all Individuals and to SHSAA.

Conduct and Behaviour

3. For the avoidance of doubt, the following social media conduct may be subject to disciplinary action in accordance with the *Discipline and Complaints Policy*:
 - a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an Individual, SHSAA, or another Member, or at other individuals connected with SHSAA or its Members
 - 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, SHSAA, or another Member, or at other individuals connected with SHSAA or its Members
 - c) Creating or contributing to a Facebook group, webpage, Instagram account, Twitter feed, blog, or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about SHSAA, or its Members, their stakeholders or their reputation
 - d) Inappropriate personal or sexual relationships over a social medium between Individuals who have a Power Imbalance in their interactions, such as between Student-Athletes and coaches, directors, officers, committee members and staff, officials and Student-Athletes, etc.
 - e) Any instance of cyber-bullying or cyber-harassment by an Individual, 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 or unwelcome behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour.

4. All conduct and behaviour occurring on social media may be Reported pursuant to the *Discipline and Complaints Policy*.

Individuals' Responsibilities

5. Individuals acknowledge that their social media activity may be viewable and viewed by anyone, including SHSAA, or other Members or Individuals.
6. If SHSAA 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 SHSAA to cease this engagement.
7. When using social media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with SHSAA.
8. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to the *Discipline and Complaints Policy*.
9. An Individual who believes that another Individual's social media activity is inappropriate or may violate the policies and procedures of SHSAA should report the matter in the manner outlined by the *Discipline and Complaints Policy*.

Privacy

10. The collection, use and disclosure of any personal information pursuant to this Policy is subject to SHSAA's usual policies and practices regarding private and/or confidential information.