



NGD FOUNDATION'S 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, Snapchat, Twitter, etc.
- b) **"Individual"** – Participants as defined in the NGD Foundation Bylaws, as well as all individuals employed by or engaged in activities with NGD Foundation, including but not limited to, National Participants, 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 NGD Foundation to oversee management and administration of complaints.

PREAMBLE

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

APPLICATION

4. This Policy applies to all Individuals.

CONDUCT AND BEHAVIOUR

5. Per the NGD Foundation Discipline and Complaints 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 NGD Foundation, or at other persons connected with NGD Foundation.



- 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 NGD Foundation, or at other persons connected with NGD Foundation.
- 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 NGD Foundation, its stakeholders, or its reputation.
- d) Inappropriate personal or sexual relationships between Individuals who have a power imbalance in their interactions, such as between athletes and coaches, Directors and staff, officials and athletes, etc.
- e) 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 behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour.
6. All conduct and behaviour occurring on social media may be subject to the NGD Foundation Discipline and Complaints Policy at the discretion of the Case Manager.

INDIVIDUALS RESPONSIBILITIES

7. Individuals acknowledge that their social media activity may be viewed by anyone; including NGD Foundation and the Individual's provincial/territorial or local authorities.
8. If NGD Foundation 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 NGD Foundation to cease this engagement.
9. When using social media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with NGD Foundation.
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 NGD Foundation Discipline and Complaints Policy.
11. A person who believes that an Individual's social media activity is inappropriate or may violate NGD Foundation's policies and procedures should report the matter to NGD Foundation in the manner outlined by the NGD Foundation Discipline and Complaints Policy.

REVIEW AND APPROVAL

12. This Policy [NGD-P009-2020] was reviewed and approved by the NGD Foundation's Board of Directors ("*le Conseil de Fondation de NGD*") on the 25th day of November 2020.