

Social Media Policy

Canmore Skating Club

1. Purpose

The purpose of this policy is to ensure social media is used in a safe, responsible, and positive manner that protects:

- Minor members
- Families
- Coaches and volunteers
- The reputation of the Canmore Skating Club

The safety, dignity, and privacy of minors are the club's highest priorities.

2. Scope

This policy applies to:

- All skaters and their parents/guardians
- Coaches and Program Assistants
- Volunteers
- Board members
- Anyone posting on behalf of the Canmore Skating Club

It covers all social media platforms, including Instagram, Facebook, TikTok, YouTube, and any future platforms.

3. Official Club Accounts

Only Board-approved individuals may:

- Create or manage official club accounts
- Post on behalf of the club
- Respond to comments or messages

Account Requirements:

- Accounts must use a club-controlled email address
- Login credentials must be securely stored
- At least two unrelated adults must have administrative access
- Personal accounts may not function as official club accounts

4. Photo & Media Release (Registration Requirement)

As part of registration for all Canmore Skating Club sessions, a **Photo and Media Release** is signed by the parent/guardian of each minor skater.

This release grants the club permission to:

- Photograph and record skaters during club activities
- Use images and video for promotional purposes
- Share content on official club social media platforms
- Use content in newsletters, websites, and promotional materials

Because this release is signed at registration:

- Separate consent is not required for routine club promotional posts
- Media may be used throughout the skating season

Withdrawal of Consent

Parents/guardians may withdraw photo consent in writing at any time. Upon written withdrawal:

- The club will cease future use of identifiable images of the skater
- Reasonable efforts will be made to remove archived content where practical
- The skater will not be featured in future promotional media

5. Content Restrictions

Official social media accounts may post **only content that promotes the Canmore Skating Club**.

Permitted content includes:

- Club events and competitions
- Test days
- Fundraisers
- Registration announcements
- Skater achievements
- Team-building activities
- Program highlights
- Other posts as approved by the Board

Official accounts must not post:

- Content unrelated to club activities
- Political content
- Personal opinions
- Promotion of private businesses

All posts must reflect positively on the club and align with our mission & vision.

6. Posting Guidelines

All content must:

- Promote figure skating in a positive, inclusive manner
- Show appropriate attire and safe skating practices
- First name only will be posted, and all steps necessary to avoid publishing full names will be taken
- Avoid tagging minors' personal social media accounts
- Avoid disclosing personal information (schools, home addresses, travel plans)
- Content must never embarrass, shame, or exploit a skater.
- The skater/parent will upload a photo which they would like used for announcing upcoming events.

7. Parent & Member Online Conduct

With respect to personal social media accounts, anyone associated with the Canmore Skating Club (skaters, parents, volunteers, coaches) are expected to:

- Represent the Canmore Skating Club respectfully
- Parents are asked not to post images of other skaters without consent or, in the case of a minor, without the parent's consent
- Avoid what may be considered cyberbullying or harassment
- Avoid negative public commentary about other skaters, coaches, officials, or the club
- Refrain from posting images where other minors appear in the image without the other minors parental consent.

Online behaviour that is seen to harm the club or a skater will be referred to the Board and may result in disciplinary action and/or reporting to Safe Sport through the Skate Canada website.

8. Comment Moderation & Online Safety

If inappropriate comments appear:

- Do not engage publicly
- Capture documentation
- Hide or delete comments when necessary
- Report serious issues to the Board

Threats, harassment, or safeguarding concerns may be reported to appropriate authorities.

9. Policy Violations

Failure to follow this policy may result in:

- Verbal or written warning
- Suspension from club activities

Serious safeguarding violations may be reported externally.

10. Policy Review

This policy will be reviewed biannually by the Board of the Canmore Skating Club to ensure alignment with best practices and child protection standards.

Acknowledgment

Registration in any Canmore Skating Club session confirms:

- Agreement to the signed Photo & Media Release
- Agreement to comply with this Social Media Policy
- Understanding that safety and positive representation are priorities