



Canada Rugby League Association

Social Media Policy By-Law 2019-11

Adopted November 24, 2019

Policy overview and purpose

The social media policy aims to encourage respectful communication and promotion of rugby league, while understanding the so people feel enabled to participate, while minimising potential risks and protecting those involved. This policy contains guidelines for the Canada Rugby League Association (CRLA) community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

Underlying principles

This policy complements Canada Rugby League Association's core values:

The objectives of the CRLA are to develop, fund, promote, and carry on activities, programs and facilities or the purpose of governing, advancing, and promoting the amateur sport of Rugby League in Canada.

The CRLA endeavours to meet these objectives by cultivating an enthusiastic, inclusive, welcoming culture. CRLA events shall have a positive impact on both individuals and communities and participation shall be open to all.

The CRLA President is responsible for all matters related to this policy.

1. Coverage

This policy applies to all persons who are involved with the activities of the Canada Rugby League Association, whether they are in a paid or unpaid/voluntary capacity and including:

- Members/constituents, including life members of CRLA
- Persons appointed or elected to CRLA boards, committees and sub-committees;
- Employees of CRLA;
- Members of the CRLA Executive;
- Support personnel, including but not limited to, managers, physiotherapists, psychologists, masseurs, and sport trainers;
- Coaches and assistant coaches;
- Athletes;
- Referees and other match officials;
- Member associations; and,
- Spectators & Family members.

2. Scope

3.1 Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but is not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc);
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc);
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc);
- Review sites (e.g. Yelp, Urban Spoon, etc);
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc);
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc);
- Geo-spatial tagging (e.g. Foursquare, etc);
- Online encyclopaedias (e.g. Wikipedia, etc);
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc);
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc);
- Online voting or polls;
- Public and private online forums and discussion boards; and,
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. An officially designated individual representing CRLA on social media; or,
2. If you are posting content on social media directly in relation to CRLA, that might affect CRLA's business, products, services, events, sponsors, members or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to, and there is no reference to, Canada Rugby League Association or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation.

3.2 Using social media in an official capacity

You must be authorised by the CRLA President or Secretary before engaging in social media as a representative of the CRLA.

To become authorised to represent the CRLA in an official capacity, you must have displayed the ability to abide by this policy and also receive written authorisation from the CRLA President or Secretary.

As a part of CRLA's, community you are an extension of the CRLA brand.

As such, the boundaries between when you are representing yourself and when you are representing CRLA can often be blurred. This becomes even more of an issue as you increase your profile or position within CRLA. Therefore it is important that you represent both yourself and CRLA appropriately online at all times.

3. Guidelines

You must adhere to the following guidelines when using social media related to CRLA or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

4.1. Think Before You Post

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for CRLA.

4.2. Protect Privacy

Be smart about protecting yourself, your privacy and the privacy of others (refer to CRLA Privacy Policy).

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see.

Where possible, privacy settings on social media platforms should be set to limit access. Be cautious about disclosing personal details.

4.3. Honesty

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. CRLA recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in a discussion, you must disclose the interest. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

4.4. Use of disclaimers

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of Canada Rugby League Association) and that anything you publish is your personal opinion and that you are not speaking officially.

Respect confidentiality and sensitivity

Maintain the privacy of other individuals and the CRLA's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of CRLA.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by CRLA it is perfectly acceptable to talk about CRLA and have a dialogue with the community, but it is not okay to publish confidential information of CRLA. Confidential information including, but not limited to, details about litigation, unreleased product or service information and unpublished details about our core processes: e.g. team, coaching practices, and financial information.

When using social media be considerate to others and do not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

3.5. Gaining permission when publishing a person's identifiable image

Unless a photo has been taken in a public place (i.e. a place where there is not a reasonable expectation of privacy) you must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of the image copyright.

3.6. *Complying with applicable laws*

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying, misleading, or deceptive content.

3.7. *Abiding by copyright laws*

It is critical that you comply with the laws governing copyright in relation to material owned by others and CRLA's own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

3.8. *Discrimination, sexual harassment and bullying*

The public in general, and CRLA's volunteers, employees and members, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media you are also be bound by CRLA's values and Discipline, Harassment, Inclusion, and Privacy policies.

3.9. *Avoiding controversial issues*

Within the scope of your authorisation by CRLA, if you see misrepresentations made about CRLA in the media, you may point that out to the relevant authority. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

3.10. *Dealing with mistakes*

If CRLA makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses CRLA of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

3.11. *Conscientious behaviour and awareness of the consequences*

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your involvement with the CRLA at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

3.12. *Branding and intellectual property of Canada Rugby League Association*

You must not use any of CRLA's intellectual property or imagery on your personal social media without prior approval from Canada Rugby League Association.

CRLA's intellectual property includes but is not limited to:

- Trademarks;
- Logos;
- Slogans; and,
- Imagery which has been posted on CRLA's official social media sites or website.

You must not create either an official or unofficial CRLA presence using the organisation's trademarks or name without prior approval from Canada Rugby League Association.

You must not imply that you are authorised to speak on behalf of CRLA unless you have been given official authorisation to do so by the CRLA President or Secretary.

4. Policy breaches

Breaches of this policy include but are not limited to:

- Using CRLA's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game.
- Posting or sharing any content in breach of CRLA's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing CRLA, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

5.1. Reporting a breach

If you notice inappropriate or unlawful content online relating to CRLA or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately by emailing the CRLA – media@canadarl.com.

5.2. Investigation

Alleged breaches of this social media policy may be investigated according to CRLA's Dispute Resolution Policy and / or Discipline Policy alongside CRLA's Codes of Conduct.

Where it is considered necessary, CRLA may report a breach of this social media policy to police.

5.3. Disciplinary process, consequences and appeals

Depending on the circumstances, breaches of this policy may be dealt with in accordance with the CRLA's Dispute Resolution Policy and / or Discipline Policy.

5.4. Appeals

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under CRLA's Discipline Policy.

4.5. Related policies

- Codes of Conduct;
- Discipline Policy;
- Harassment Policy;
- Privacy Policy;
- Dispute Resolution Policy;
- Inclusion Policy; and,
- Screening Policy

Other legal considerations that may be applicable include, but are not limited to,:

- Defamation
- Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws
- Anti-discrimination laws
- Employment laws
- Advertising standards
- *Charter of Human Rights and Responsibilities Act 2006*
- *Information Privacy Act 2000*
- Equal opportunity laws
- Contempt of Court
- Gaming laws