Social Media Policy

*This is a Volleyball PEI Policy applicable to all registered members.*

Social Media has become one of the most important communication tools in today’s workplace, often replacing voice and personal face-to-face communication. Even with the best intentions, misunderstandings do occur when using this form of communication.

Recognizing this, Volleyball PEI would like to ensure that a professional image and excellent customer service is conveyed to its members at all times. In seeking to harness both the benefits, and reduce the misuse of this powerful communication tool, Volleyball PEI has developed a simple and easy policy on proper “Social Media Etiquette”.

Definitions:

1. **“Organization”** – means Volleyball PEI
2. **“Social Media”** – The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, YouTube, Facebook, Instagram, Tumblr, Snapchat, TikTok, Twitter, and other to be created platforms.
3. **“Individuals”** – Individuals employed by, or engaged in activities with, the Organization including, but not limited to, athletes, coaches, referees, officials, volunteers, managers, administrators, and Directors and Officers of the Organization.

The following are examples of conduct through social media and online mediums that are considered violations of the Volleyball PEI Social Medial Policy and may be subject to disciplinary action by Volleyball PEI:

* Any statement deemed to be publicly critical of Association officials or detrimental to the welfare of the said individuals.
* Negative or derogatory comments about any player, coach, team, official and/or Volleyball PEI
* Any form of bullying, harassment or threats against players, officials, coaches, fans, etc.
* Photographs, video or comments promoting negative and/or criminal behavior, including but not limited to: Drug use; Underage and/or public consumption of alcohol, and/or alcohol abuse; Hazing; Sexual exploitation.
* An online activity contradictory to the current policies of Volleyball PEI or any of its local clubs.
* Inappropriate, derogatory, racist, or sexist comments of any kind.
* An online activity that is meant to alarm other individuals or to misrepresent fact or truth.

Individual Responsibilities

1. Individuals acknowledge that their social media activity may be viewed by anyone; including Volleyball PEI
2. If Volleyball PEI 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 Volleyball PEI to cease this engagement
3. When using social media, an Individual must model appropriate behavior befitting the Individual’s role and status in connection with Volleyball PEI.
4. Removing content from social media after it has been posted (either publicly or privately) does not excuse the individual from being subject to Volleyball PEI’s Discipline Policy.
5. Individuals will only use methods of social media that retain a history of content visible to Volleyball PE in case of discrepancies.

An individual who believes that an Individual’s social medial activity is inappropriate or may violate Volleyball PEI’s policies and procedures should report the matter to Volleyball PEI in the manner outlined by the Discipline Policy.

Approval & Review:

This policy was approved by the Volleyball PEI Board of Directors on January 30, 2022.

Date of last review: March 2022