



Canada Games Council Games Policy and Procedures

NAME: Social Media Policy

FUNCTIONAL UNIT: 74 – Communications and Media Relations

RELEVANT STANDARDS: #74-G-01, #76-G-12, #76-G-03, #73-G-01

APPROVED BY: Canada Games Council Marketing & Communications Committee

ORIGINAL APPROVAL DATE: November 2012

REVISION APPROVAL DATES: June 2, 2016

RELATED POLICIES: Official Languages Policy

PREAMBLE

Since 1967, the Canada Games have been the catalyst for the growth of sport across Canada. Held every two years, alternating between summer and winter, the Games are Canada's largest multi-sport event and represent the pinnacle of interprovincial/territorial sport competition. Since 1967, nearly 100,000 athletes have participated in the Games. Add to that the over 100,000 coaches, officials and volunteers that have been directly involved in the planning and staging of the Games and you have some idea of the enormous reach of the Canada Games.

While they serve as a sport development tool, they also represent a powerful nation building event, attracting many dignitaries and officials from all provinces and territories and all levels of governments, as well as many leaders from the sport and corporate sectors. The Canada Games Council (CGC) recognizes the important role that these leaders play in contributing to the success of the Canada Games and Canada Games property.

National Partners/Partenaires nationaux

The Canada Games Council recognizes that its employees, Host Society, athletes, coaches, and teams are likely to take part in social media interactions prior to, during, and after the Canada Games and has identified the need to establish guidelines with regards to its own social media presence.

POLICY STATEMENT

The Canada Games Council will ensure that established minimum protocol for the social media campaigns and activities are circulated, understood and encouraged for each set of Games.

This Policy defines the rightful uses of social media within the Canada Games and provides guidelines for Canada Games stakeholders who engage in social media, whether personally or professionally.

This Policy is subject to ongoing review and evaluation, and modifications will be made as deemed necessary to respond to circumstances and evolving needs of the organization.

SCOPE

This Policy and supporting guidelines apply to all Canada Games employees, volunteers, event staff and participants. The Policy covers their personal and professional use of social media, both during and outside of office and event hours. Each stakeholder is asked to comply with this Policy, as well as any other guidelines implemented by the local organizing committee.

Due to the nature of social media, it is nearly impossible to create a clear distinction between personal and professional profiles. The Canada Games strongly encourage its employees, volunteers and participants to proactively disclose their affiliation to the organization when discussing matters relating to sport results and religious, or political issues, regardless of whether the comments are controversial or not. However, when doing so, Canada Games employees must also state that their own views do not represent those of the Canada Games. They may use a statement such as “the opinions expressed here are my own and the Canada Games are no way liable or responsible for this content”.

ROLES AND RESPONSIBILITIES

Social media administrators, designated by the Canada Games, have ultimate authority in the interpretation and administration of this policy and Canada Games social media activities.

Social media administrators have the responsibility to represent the Canada Games online and post on the organization’s behalf using a variety of social media platforms.

Only the selected members of the social media team(s) are allowed to speak on behalf of the Canada Games using official Canada Games social media accounts provided that they have received the necessary approvals from their supervisor(s).



Social media administrators will be allowed to represent the Canada Games officially online only when they have been trained on the proper procedure, conduct, tone and manner to adopt best practices relating to each platform. Employees, volunteers and participants are encouraged to use their personal social media accounts to engage with and promote the Canada Games and individual sporting events taking place at the Games. Some employees may also need to access social media for professional purposes (e.g. for research). Only designated employees may represent themselves as official Canada Games spokespeople online.

Employees, volunteers and participants shall not post negative or disparaging content, either real or perceived, about the CGC, the Canada Games, the Government of Canada, professional or amateur sport industries/organizations, individual athletes, colleagues, customers, consultants, suppliers, sponsors, or business partners.

REQUIREMENTS

All Canada Games employees, volunteers and participants online conduct should be dictated by the following principles:

Be Respectful

No spam, untruthful, defamatory or discriminatory comments and expletives. Remain polite and appropriate at all times.

Be Honest

Mention your affiliation to the Canada Games when responding or posting a comment that is related to the Canadian sport system, CGC, or the Government of Canada. However, unless you have been assigned the task to represent the Canada Games online as part of the social media team, also remember to indicate that you speak on your own behalf and not that of the Canada Games. One way to express this would be to use the following statement: "I am employed by the Canada Games. However, the opinions expressed here are my own and the Canada Games is in no way liable or responsible for this content."

Be Responsible

Before posting, ask yourself the following questions:

- ❖ Would I say this to a coach or athlete? A journalist? My supervisor?
- ❖ Would I mind if this comment was published in a newspaper?
- ❖ Would I be comfortable with this content being attributed to me in five years' time?



Do:

- ❖ Review the terms of engagement of each platform you wish to participate in;
- ❖ Engage in social media personally using your own name and not on behalf of the Canada Games;
- ❖ Remain truthful and accurate at all times;
- ❖ Mention your affiliation to the Canada Games, if relevant to the topic of conversation;
- ❖ State that your views are your own using a disclosure statement, unless you are authorized otherwise;
- ❖ Act online as you would with colleagues or supervisors;
- ❖ Contact your superior(s) with any questions or to know how to handle a given situation.

Do not

- ❖ Use expletives;
- ❖ Make disrespectful, defamatory or dishonest comments;
- ❖ Share sensitive information about sport organizations, colleagues or the Canada Games online;
- ❖ Position yourself as a Canada Games spokesperson unless you have expressly received the authorization to do so and have received access to the Canada Games official platforms;
- ❖ Create social media accounts for the Canada Games without the prior consent.

COUNCIL'S ROLE IN IMPLEMENTATION OF POLICY REQUIREMENTS AND PROCEDURES

Each stakeholder organization involved with the Canada Games is encouraged to:

- Better understand key messaging in the following areas:
 - The Canada Games property,
 - The history of the Canada Games,
 - The Canada Games Council,
 - The current Host Society,
 - Sport Selection,
 - Dreams and Champions Programs,
- Support Canada Games social media campaigns,
- Work to promote and use Canada Games-specific hashtags.
- Provide guidance to the Host Society in terms of social media efforts and presence all social media platforms including:
 - Twitter
 - Facebook
 - Flickr
 - YouTube
 - Instagram
 - LinkedIn
 - snapchat



REQUIREMENTS AND PROCEDURES

Each stakeholder is responsible for developing their own themes, initiatives, and campaigns as they relate to social media and the Canada Games.

In the development of social media campaigns, stakeholders are asked to not overlook the following key elements:

- Bilingualism – whenever possible, post/tweet/blog in both official languages; there is no need for every word to be repeated in both languages. Rather, the messages should have a good balance of French and English to meet the bilingual needs of fans/followers. A minimum of 40% of all social media communications should be in each official language;
- Originality – Try to stand out from the crowd of sport organizations engaged in social media. Consider using a customized campaign that is anchored by a contest, sweepstakes or special offer. Creating a content calendar for all platforms can help you with diversifying content.
- Engagement - We want to engage volunteers, spectators, participants, families sharing their enthusiasm, excitement and stories of Canada's future Olympians. Encourage individuals to utilize the developed hashtags, for example: *My son is competing in #CGHockey at the #CanadaGames tomorrow!*
- Partner Integration – Many sponsors, NSOs/MSOs/PSOs, Mission Teams, and special interest groups will be utilizing social media before, during, and after the Canada Games. If there is an occasion to promote an initiative undertaken by our partners and stakeholders and Mission Teams we encourage you to share those messages and 'tag' those user groups in your own social media messages.

TIMING

Frequency of posts – Host Societies are ideally engaging with users on a daily basis with unique content and respond quickly to questions/comments received via social media, whether positive or negative.

When Host Society social media platforms dissolve, a plan should be in place to transfer likes/fans/followers of those Games to the Canada Games Council. Before a Games stakeholder's Facebook Page/Twitter Account/YouTube Channel is shut down, please encourage those who follow that page to now become a fan of the consistent Canada Games pages. Photos/Videos posted on channels can be provided/linked to the Canada Games Council accounts.

Each Host Society should provide a social media final report as part of the communications final report and shared with CGC; the following key statistics should be collected by the Host Society:

- Social Media Analysis – Positive, Neutral, Negative comments/postings;
- User/Follower demographics;
- User Engagement

Other Host Society data post Games is always welcome.



SOCIAL MEDIA ACCOUNTS

Only social media administrators are allowed to make new official social media accounts that represent the Canada Games, including any of its products or services. Prior to creating a new social media account, social media administrators will obtain the approval of the committee manager, who will ensure the account respects Social Media Policy and is created and maintained according to best practices.

CONFIDENTIALITY, PRIVACY AND LEGAL CONSIDERATIONS

Always remember that you are liable for your online actions and that organizational human resources policies apply at all times when using social media. Keeping that in mind, make sure to:

- ❖ Respect all copyright, fair use and disclosure laws;
- ❖ Always credit sources with citations or links;
- ❖ Never divulge personal/confidential information about the CGC or the Canada Games, your colleagues, affiliated organizations, consultants, sponsors, suppliers, or business partners. If a conversation requires you to discuss sensitive information or request private details, make sure that you are authorized to do so and use the private communication methods provided by the social media platform to request the details or continue the conversation using a more direct method of communication such as email or telephone;
- ❖ Remember that all content posted online, even on private or personal accounts, is in the public domain.



APPENDIX A

Social Media Links

Canada Games Council

<https://www.facebook.com/CanadaGames>
<https://twitter.com/CanadaGames>
https://www.instagram.com/canada_games/
<http://www.youtube.com/user/cgc1967>
<http://www.flickr.com/photos/canadagames>

2017 Canada Summer Games in Winnipeg

<https://www.facebook.com/2017CanadaGames>
<https://twitter.com/2017CanadaGames>
<http://instagram.com/2017canadagames>
<https://www.youtube.com/channel/UCoTObFzMSXDKPY1jQ7Meqfg>
<https://www.flickr.com/photos/2017canadagames/>
<https://www.linkedin.com/company/2017-canada-summer-games>

2019 Canada Winter Games in Red Deer

<https://www.facebook.com/reddeerisready>
<https://twitter.com/RedDeer2019>
<http://instagram.com/REDDEER2019>
<https://www.linkedin.com/company/2019-canada-winter-games>

National Partners

Partner	Twitter	Instagram
American Express	@AmexCanada	americanexpress
Canadian Olympic Foundation	@CDNOlympicTeam	cdnolympicteam
Columbia Sportswear	@Columbia1938	columbia1938
Deloitte	@DeloitteCanada	deloittecanada
KIMIK IT	@GEMS_pro	GEMS_PRO
Konica Minolta	@KonicaMinolta	--
OPIN	@Opin_Software	
Panago Pizza	@PanagoPizza	panagopizza
RDS	@RDSCa	rds_ca
Sage	@SageNAmerica	sagecares
Shaw	@ShawInfo	shaw
Sport Canada	@SportCanada_EN	sportcanada
SportChek	@SportChek	Sport Chek
Sports Experts	@sportsexperts	--



Teck	@TeckResources	--
The Look Company	@TheLookCompany1	thelookcompanyme
TSN	@TSN_Sports	TSN_OFFICIAL

APPENDIX B

Official 2017 Canada Summer Games in Winnipeg Hashtags

#CanadaGames	#HottestSummer
#CSG	#CGAthletics
#CGBaseball	#CGBasketball
#CGCanoeKayak	#CGCycling
#CGDiving	#CGGolf
#CGRowing	#CGSoccer
#CGSoftball	#CGSwimming
#CGTennis	#CGTriathlon
#CGVolleyball	#CGWrestling
#CGSailing	

Official 2019 Canada Winter Games in Red Deer Hashtags

#CanadaGames	#RedDeer2019
#CWG	#CGAlpine
#CGArchery	#CGBadminton
#CGBiathlon	#CGBoxing
#CGXCskiing	#CGCurling
#CGFigureSkating	#CGFreestyle
#CGGymnastics	#CGHockey
#CGJudo	#CGRingette
#CGSnowboard	#CGSpeedskate
#CGSquash	#CGSynchro
#CGTableTennis	#CGWheelChairBBall



