



TEAM BC SOCIAL MEDIA POLICY

PREAMBLE

The Canada Games are one of Canada's largest and most prestigious multi-sport Games and a prime means to increase the quality and numbers of the next generation of national team athletes participating in international competitions.

Every two years the Province of British Columbia assembles a team of athletes, coaches, managers and mission staff to represent the province at the Canada Games.

Team BC recognizes that its athletes, coaches and mission staff 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 social media usage.

Accredited persons under the Team BC banner should be aware that whilst using social media during the Canada Games, they need to operate within certain guidelines.

POLICY STATEMENT

Team BC will ensure that established minimum protocol for 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 Team BC accredited participants 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 Team BC.

SCOPE

This policy and supporting guidelines apply to all Team BC athletes, coaches and mission staff. Though difficult to create a clear distinction between personal and professional profiles due to the nature of social media, this policy covers personal and professional use of social media, both during and outside of school, office and event hours – pre, post and during Games.

ROLES AND RESPONSIBILITIES

Social media administrators, designated by Team BC, have ultimate authority in the interpretation and administration of this policy and Team BC social media activities are supervised and monitored. Only the selected members of the social media team are permitted to speak on behalf of Team BC using official Team BC social media accounts. The Team BC management team, in particular, the Team BC Communications Manager, will designate who has the authority to speak on behalf of Team BC.

GUIDELINES

Be Respectful

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

Be Responsible

Before posting, ask the following questions:

- Would I say this to a coach or athlete? A journalist?
- Would I mind if this comment was published in a newspaper?

Think twice...Post once

Don't post anything you wouldn't post on a billboard in Times Square.

- Social media is not private. No matter how high privacy settings are, followers can still screen capture social media profiles and share it to the world.

Be authentic and transparent

- Write in the first person and be clear that you are speaking for yourself and not on behalf of Team BC.

Be a Team Player

A team sticks together both online and offline

- Never publically speak ill of teammates, coaches or support staff.

Respect copyright laws

Identify all copyrighted or borrowed material with citations and links.

- Team BC, Canada Games Council and Host Society logos may not be used without permission.

Video/Audio/Photos

- Personal photographs and video taken at a Games may be posted for personal use only and not for commercial sales or distribution.

INFRINGEMENT OF GUIDELINES

Violation of these guidelines by an accredited Team BC participant may be subject to disciplinary action as written in Team BC's Code of Conduct which can include such action as withdrawal of accreditation. Participants may also be subject to additional guidelines and discipline from their relevant Provincial Sport Organization.

All accredited Team BC participants also must follow the Canada Games Council's social media policy posted on the Team BC website.

EXAMPLES OF OFFENSIVE TWEETS

Example #1:

Greek triple jumper Voula Papachristou never made it to London, managing to be offensive on multiple levels via twitter. She made racist comments on her account and did not back down right away, and kept on going by also retweeting a political party member from the far right. Finally, she apologized on Facebook in Greek and in English, but Greek officials said she had not respected Olympic values and kicked her out of the Games.

Example #2:

Swiss soccer player Michel Morganella was dismissed from the Olympics as a result of a tweet he posted after his team suffered defeat at the hands of the South Koreans. Reuters reports that the offensive tweet, which was deemed racist and highly offensive began “I punch you, South Koreans, go burn...” Another report claims that the tweet referred to the Korean players as “a bunch of mentally handicapped retards.”

Example #3:

Michael Phelps learned the hard way when a photo of him smoking marijuana out of a bong went public. Phelps, 23, is hardly the first young man to get busted smoking weed. However, he is the first young man busted smoking weed who has won a total of 14 gold medals in the Olympics, and is one of the most recognizable athletes in the world. The fall-out from the picture immediately cost Phelps an endorsement deal with Kellogg, and he was been suspended from competing for three months by USA Swimming. Most importantly, it damaged his reputation as a clean cut, All-American young man, and took him many years to repair.

Example #4

Lolo Jones was considered a media darling before the games. She was already a top contender for a medal at the London games. She became even more popular after the media started praising her for her religious convictions. Just one message sent at the wrong time can bring even the biggest media darling down. Jones tweeted that the Americans would dominate the gun shooting competition. The tweet itself was nothing more than an attempt to boost morale of other American competitors. However, this message was sent just a couple of days after the shootings in Aurora, Colorado. She was blasted by many on Twitter for her lack of sensitivity for the victims.

ATTRIBUTES

This Social Media Policy has been compiled using the following documentation:

- BC Games – *Social Media Guidelines for the BC Winter and BC Summer Games*
- Canada Games Council – *Social Media Policy*
- Canadian Paralympic Committee – *Social Media Policy Overview for Athletes and Accredited Persons during London 2012*
- BC Wheelchair Sports Association – *Social Media Policy For Athletes*
- BC Public Service – *Guidelines for Conducting Citizen Engagement, Specific to Social Media*

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