



## PICKLEBALL CANADA – SOCIAL MEDIA POLICY

---

### 1. POLICY STATEMENT

Pickleball Canada (PCO) protects itself and the pickleball community in Canada against discriminatory, inaccurate, defamatory, derogatory, and/or otherwise inappropriate online statements or pictures or discriminatory language that have the potential to inflict damage to Pickleball Canada as an organization, the Pickleball community or to any individual associated with PCO.

### 2. CONTEXT/BACKGROUND

Pickleball Canada leverages social media as a platform to connect with, engage and grow the Pickleball community in Canada, the sport of Pickleball in Canada and the profile of Canadian Pickleball globally.

PCO recognizes that social media and PCO channels specifically will be used as a forum for the Pickleball community to connect with peers, share thoughts and ideas, discuss topical issues and ask engaging questions. Pickleball Canada reserves the right to manage and limit communications which are discriminatory, misleading, defamatory, or disparaging, including limiting access to PCO channels and forums to specific users.

### 3. DEFINITIONS

*“Case Manager”* – The person(s) appointed by Pickleball Canada to oversee management and administration of complaints, as applicable. The Case Manager may also receive complaints.

*“Channels”* – an individual social media network that can be used for communication, interaction, content-sharing and collaboration. Examples include blogs, pod-casts, LinkedIn, and Pinterest.

*“Discrimination”* - an action or a decision that negatively impacts a person or a group for reasons such as their race, age, religion, sexual orientation or disability by imposing extra burdens or denying benefits either intentionally or unintentionally. For example, requiring team try-outs on a Saturday, a day of Sabbath for some people who can not play sports on that day, or requiring a person to identify as either male or female on an application form when the person does not exclusively identify as either.

*“Discriminatory language”* – use of language or terms that offend, demean, exclude or stereotype individuals. Examples include use of discriminatory terms such as “mentally retarded” or

“crippled” which are generally found offensive by people with disabilities or using the term “chairman” to refer to both men and women.

“*Social media*” –websites and computer programs that allow people to communicate and share information on the internet, including, but not limited to blogs, YouTube, Facebook, Instagram, Tumblr, Snapchat, and Twitter.

#### **4. APPLICATION**

Applies to PCO members, registered participants, athletes, officials, staff, contractors, volunteers and Board members and any others who choose to engage with PCO through social media.

##### 4 (a) Affiliated organizations

Any organization affiliated with Pickleball Canada (PCO) through an executed Memorandum of Understanding is expected to abide by PCO policies, as per Section 6 of the Policy Development Policy.

#### **5. COMING INTO FORCE**

January 01, 2022

#### **6. SOCIAL MEDIA CONDUCT IN VIOLATION OF PCO CODE OF CONDUCT**

In accordance with Pickleball Canada’s [Code of Conduct Policy](#), the following social media conduct may be considered minor or major infractions at the discretion of the Pickleball Canada:

- a) Posting a disrespectful, discriminatory, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an individual, at Pickleball Canada, other individuals connected with Pickleball Canada or the Pickleball community.
- b) Posting a picture, altered picture, or video on a social medium that is harmful, disrespectful, insulting, or otherwise offensive, and that is directed at an individual, at Pickleball Canada, at other individuals connected with Pickleball Canada or the Pickleball community.
- c) Creating or contributing to a Facebook group, webpage, Instagram account, Twitter feed, blog, online forum or other social media devoted solely or in part to promoting negative or disparaging remarks or commentary about Pickleball Canada, its stakeholders, or its reputation.
- d) The use of social media to engage in inappropriate personal or sexual relationships between individuals who have a power imbalance in their interactions, such as between athletes and coaches, Directors and staff, officials and athletes, etc. (e.g., a coach using social media to encourage a young athlete to share photos with him/her).
- e) Any instance of cyber-bullying or cyber-harassment between one individual and another (including a teammate, coach, opponent, volunteer, or official), where incidents of cyber-bullying and cyber-harassment can include but are not limited to the following conduct on any social medium, via text-message, or via email.

#### **7. PRIVACY**

Pickleball Canada in compliance with its [Privacy Policy](#) obtains written consent prior to posting an image or personal information about an individual on social media.

## **8. ROLES/RESPONSIBILITIES**

Individuals acknowledge that their social media activity may be viewed by anyone; including Pickleball Canada and the individual's provincial/territorial or local Pickleball associations. Individuals who choose to communicate, engage and interact with members of the Pickleball community, including other individual users, PCO volunteers and staff over PCO properties or in a forum managed by PCO including online and offline events understand that their use of social media must fall within the interactions deemed appropriate by PCO as outlined under this policy and Pickleball Canada's [Code of Conduct Policy](#). Users agree to engage with the Pickleball community in a way that is not in breach of its policies.

Removing content from social media after it has been posted (either publicly or privately) does not excuse the individual from being subject to the Pickleball Canada Complaints and Discipline Policy.

If Pickleball Canada unofficially engages with an individual in social media (such as by retweeting a tweet or sharing a photo on Facebook) PCO shall cease engagement if requested by the individual involved.

Pickleball Canada acknowledges that it is responsible for monitoring and moderating its channels to protect users from inappropriate communications and engagement as defined under this policy.

## **9. IMPLEMENTATION**

Pickleball Canada is responsible for communicating this policy to its members, including any changes to the policy as they arise and for responding to any complaints arising from this policy.

A person who believes that an individual's social media activity is inappropriate or may violate Pickleball Canada's policies and procedures should report the matter to Pickleball Canada in the manner outlined by Pickleball Canada's [Complaints and Discipline Policy](#). Upon receipt of a complaint, Pickleball Canada will respond to complaints in accordance with the Complaints and Discipline Policy.

## **10. RESULTS**

Pickleball Canada increases its engagement with and among its members and the broader Pickleball community and grows the sport of Pickleball in Canada through its use of social media.

Pickleball Canada protects itself, its members and the Pickleball community from inappropriate and harmful engagements on social media.

Complaints relating to inappropriate, defamatory or otherwise inappropriate online messages or pictures posted on social media are responded to in a fair and expeditious manner.