

## 1. Definitions

This document inherits any and all definitions from the Calgary Killarney Artistic Swim Club (“CKASC”) Bylaws.

- **“Parent(s)”** - Shall for the purpose of this policy refer to parents and/or guardians.
- **“Swimmer(s)”** - Any swimmer registered in a Programming offered by CKASC. Swimmers can include Non-Competitive Members, Competitive Members and members of the general public enrolled in Programming.
- **“Social Media Coordinator”** - The Parent volunteer responsible for posting on CKASC’s social media feeds, including but not limited to Facebook, Instagram and Twitter. Can be contacted through [social@killarneysynchro.com](mailto:social@killarneysynchro.com)

## 2. Purpose

This policy provides guidance to all Swimmers and Parents around how CKSAC will be represented in social media. The goal is to encourage responsible social media behaviour the promotes CKASC in a safe and engaging way.

## 3. Change History

This document is part of the Calgary Killarney Artistic Swim Club’s policy documents. The change history below is updated to reflect the changes made to the document over time.

Version	Date	Updated By	Description
0.0	May 25, 2019	C Foster	Original updates for name change from Killarney Synchronized Swim Club to Calgary Killarney Artistic Swim Club.
0.1	June 9, 2019	C Foster	Updates to definitions / capitalization based on feedback from the Board of Directors.
1.0	June 18, 2019	Board	Final review and edits; as approved by CKASC Board of Directors

## **4. Application of this Policy**

This policy applies to all categories of membership within CKASC, including but not limited to all individuals employed (including contract personnel) by or engaged in activities with CKASC, as well as but not limited to, directors, committee members, athletes, coaches, judges, officials, referees, volunteers, officers, managers and administrators (hereinafter “CKASC Representatives”).

## **5. Social Media Usage**

As a CKASC representative, you are encouraged to use social media, such as Facebook, Twitter and Instagram, to help promote the sport, our organization and yourself as an athlete. The following are guidelines that you should take into consideration when using these and other social media sites:

- Post as yourself and about yourself. People are following you because they are interested in YOU. Take that opportunity to talk about yourself. Tell your fans how hard you have been training, how excited you are to get in the pool and how it felt to participate.
- Remember that you are representing your club and Alberta Artistic Swimming and most importantly, yourself. What you publish online is permanent, so consider the content carefully.
- Post meaningful, respectful comments. Do not post spam or remarks that are off-topic or offensive. This includes ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc. Is the image you are projecting by your communications and photos the one you want your parents, friends, teammates, coaches, and fans to know you by?
- Be respectful to fellow athletes. Social media can be a great tool to congratulate competitors and discuss the sport, but it should never be used to speak poorly of a fellow athlete or an official.
- Protect yourself and your privacy. Be cautious about disclosing personal details. Do not post information that you would not want the public to see. This may include names, photos, e-mail address, phone numbers, etc.
- Don't post photos or videos of other athletes.
- Never “flood your fans” news feed by posting rapid, continuous updates. It may be tempting to post results of an event as they happen, but refrain.



If you would like to post photos of teams/duets/solos or other athletes, please forward them to CKASC's Social Media Coordinator.