



## London Western Rowing Club

PO Box 67012 RPO  
Sunningdale  
London, ON, N6G 0V5

### LONDON WESTERN ROWING CLUB

### SOCIAL MEDIA POLICY

Effective date	April 1, 2022
Archived date	
Date last reviewed	January 18, 2022
Scheduled review date	January 18, 2025
Replaces and/or amends	Social Media Policy, June 9, 2021
Approved by and date	LWRC Board of Directors, Jan. 18, 2022
Appendix(-ces) to this Policy	

#### Preamble

1. London Western Rowing Club is aware that Individual interaction and communication occurs frequently on Social Media. London Western Rowing Club cautions Individuals that any conduct falling short of the standard of behaviour required by this *Social Media Policy* and the *Code of Conduct and Ethics* may be subject to the disciplinary sanctions identified within the *Harassment, Discipline and Complaints Policy*.

#### Application of this Policy

2. This Policy applies to all Individuals and London Western Rowing Club.

#### Conduct and Behaviour

3. For the avoidance of doubt, the following Social Media conduct may be subject to disciplinary action in accordance with the *Harassment, Discipline and Complaints Policy*:
  - a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a Social Medium that is directed at an Individual, at London Western Rowing Club, RCA, at other Rowing Organizations, or at other individuals connected with London Western Rowing Club, RCA or other Rowing Organizations
  - 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 London Western Rowing Club, RCA, at another Rowing Organization, or at other individuals connected with London Western Rowing Club, RCA or other Rowing Organizations
  - c) Creating or contributing to a Facebook group, webpage, Instagram account, Twitter feed, blog, or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about London Western Rowing Club, RCA or other Rowing Organizations, their stakeholders, or their reputation
  - d) Inappropriate personal or sexual relationships over a Social Medium between Individuals who have a Power Imbalance in their interactions, such as between Athletes and coaches, Directors and Officers, Committee members and staff, umpires, officials and Athletes, etc.
  - e) Any instance of cyber-bullying or cyber-harassment between one Individual and another Individual, where incidents of cyber-bullying and cyber-harassment can include but are not limited to the following conduct



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on any Social Medium, via text-message, or via email: regular insults, negative comments, vexatious or unwelcome behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour.

4. All conduct and behaviour occurring on Social Media may be Reported pursuant to the *Harassment, Discipline and Complaints Policy*.

### Individuals' Responsibilities

5. Individuals acknowledge that their Social Media activity may be viewable and viewed by anyone, including London Western Rowing Club, RCA, other Rowing Organizations or other Individuals.
6. If London Western Rowing Club, RCA or another Rowing Organization 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 London Western Rowing Club, RCA or the Rowing Organization to cease this engagement.
7. When using Social Media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with London Western Rowing Club, RCA or a Rowing Organization.
8. Removing content from Social Media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to the *Harassment, Discipline and Complaints Policy*.
9. An Individual who believes that another Individual's Social Media activity is inappropriate or may violate the policies and procedures of London Western Rowing Club should Report the matter in the manner outlined by the *Harassment, Discipline and Complaints Policy*.

### Privacy

10. The collection, use and disclosure of any personal information pursuant to this Policy is subject to London Western Rowing Club's Privacy Policy.