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|  | **Guideline Title:** | Social Media Guidelines/Protocol |
| **Adopted:** | Grandfathered |
| **Approved by:**  | Calgary Aquabelles Board of Directors |
| **Effective Date:** | January 1, 2019 |
| **Pages:** | 2 |

1. **Definitions**
	1. “*Individuals*” - All categories of membership within The Calgary Aquabelles Synchronized Swimming Club (“Calgary Aquabelles”), as well as all individuals engaged in activities with Calgary Aquabelles, including but not limited to, athletes, coaches, judges, officials, volunteers, directors, officers, managers, administrators, spectators and parents of Calgary Aquabelles members.
2. **Purpose**
	1. The purpose of the Social Media Guideline/Protocol is to ensure a safe and positive environment within Calgary Aquabelles programs, activities and events, by making all individuals aware that there is an expectation of appropriate social media behaviour, consistent with the values of Calgary Aquabelles, at all times.
	2. The Calgary Aquabelles is committed to providing an environment in which all individuals are treated with respect. Further, Calgary Aquabelles supports equal opportunity and prohibits discriminatory practices. Members of Calgary Aquabelles are expected to conduct themselves at all times in a manner consistent with the values of Calgary Aquabelles that include fairness, integrity, open communication and mutual respect.
3. **Application**
	1. This policy applies to Individuals relating to conduct that may arise during the course of Calgary Aquabelles’ and its business, activities and events, including but not limited to, office environment, competitions, practices, tournaments, training camps, travel, social events, fundraising events and any meetings.
	2. This policy applies to conduct that may occur outside of Calgary Aquabelles’ and its business and events when such conduct adversely affects relationships within Calgary Aquabelles’ and its member clubs’ work and sport environment and is detrimental to the image and reputation of the Calgary Aquabelles.
4. **Social Media Behaviour Expectations**
	1. Refrain from posting inappropriate pictures or comments on social media.
		1. Pictures that would be considered inappropriate would include, but are not limited to:
			1. Flexibility positions
			2. Under-dressed athletes
			3. Hotel room pictures
			4. Party pictures
			5. Pictures with sexual content.
		2. Any comment that would be considered inappropriate would include but are not limited to:
			1. Negative comments about training, coaches, other swimmers, judges, parents, and/or officials
			2. Negative comments about swimmers from other clubs or countries,
			3. Profanity
			4. Words with sexual content.
5. **Consequences**
	1. The following three actions will be required by all indiviudals found not following the Social Media Guidelines:
		1. The individual will be issued a verbal warning.
		2. The individual will remove the posting immediately.
		3. The offending individual will provide a written apology to the head coach and injured party.
	2. Further violation of the Social Media Guidelines/Protocol will result in appropriate disciplinary action in accordance with the Calgary Aquabelles Synchronized Swimming Club Discipline Policy. Decisions are final.