



SOCIAL MEDIA POLICY

Purpose

- This policy provides guidance for Basketball World Toronto (BWT) employees, contractors or volunteers who contribute or reply to posts on social media. “Social media” should be understood in its broadest interpretation, including but not limited to Facebook, Twitter, Instagram, YouTube, blogs, electronic newsletters, online forums and other sites and services that permit users to share information with others in a contemporaneous manner. All communications should adhere to the brand guidelines and established online voice of BWT.

Principles

The following principles apply to professional use of social media on behalf of Basketball World Toronto as well as personal use of social media when referencing BWT or its employees, members, partners, sponsors or other stakeholders.

- Employees should be aware of the effect their actions may have on Basketball World Toronto’s image as well as their own. The information that employees post or publish may be public information for a long time.
- Employees should be aware that Basketball World Toronto’s senior managers may observe content and information made available by employees through social media. Employees should use their best judgment in posting material to ensure that it is neither inappropriate nor harmful to Basketball World Toronto or its employees, members, partners, sponsors or other stakeholders.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting content, commentary or images that are proprietary, defamatory, libelous, pornographic, salacious, sexist, racist, harassing, or that can create a hostile work environment.
- Employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with the Executive Director.
- If employees encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of a supervisor.
- While posts may be made by members of the communications team or agreed-upon members of the staff for different channels, final message approval and customer service responses through BWT’s social media channels should go through the Executive Director.
- Employees should get appropriate permission by the Executive Director before referring to or posting images of current or former employees, members, vendors or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- Subject to applicable law, personal online activity that violates Basketball World Toronto’s Social Media Policy or any other company policy may subject an employee to disciplinary action, which may include termination.
- If employees publish content on personal social media accounts that involve work or subjects associated with Basketball World Toronto, a disclaimer should be used, such as: “The postings on this site are my own and do not necessarily represent Basketball World Toronto’s positions, strategies or opinions.”
- It is highly recommended that employees keep BWT-related social media accounts separate from personal accounts, if practical. Those with access to BWT social media accounts are not to share passwords or change login information credentials without the permission of the Executive Director.
- When in doubt, don’t post. At the end of the day, the employee will be responsible for what they share through BWT social channels so exercise caution and common sense.

Approved October 10, 2006

Reviewed AGM 2021, Basketball World Toronto Board of Directors