



THE CANADIAN POWERLIFTING UNION (CPU) SOCIAL MEDIA POLICIES

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DEFINITIONS

Individuals – All categories of membership defined in the CPU Bylaws and CPU Policies and Procedures, as well as all individuals engaged in activities with the CPU including, but not limited to: athletes, coaches, convenors, referees, officials, volunteers, administrators, committee members, Directors and Officers of the CPU, spectators at events, and parents/guardians of athletes.

Social media – The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, YouTube, Facebook, Instagram, Tumblr, Snap Chap, TikTok and Twitter.

CPU-branded social media – Official social media engagement by the CPU including the CPU's Facebook page(s), photo sharing accounts, YouTube channels, Instagram, blogs, or other social media engagement; those that exist currently and those that will be created by the CPU in the future.

SOCIAL MEDIA POLICY

PURPOSE

1. The CPU is aware that Individual interaction and communication occur frequently on social media. The CPU cautions Individuals that any conduct falling short of the standard of behaviour required by the CPU's Code of Conduct and Ethics will be subject to the disciplinary sanctions identified within the CPU's Discipline and Complaints Policy.

APPLICATION OF THIS POLICY

2. This Policy applies to all Individuals as defined in the Definitions.

CONDUCT AND BEHAVIOUR

3. Per the CPU's Discipline and Complaints Policy and Code of Conduct and Ethics, the following social media conduct may be considered minor or major infractions at the discretion of the Case Manager:
 - a. Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an Individual, at the CPU, or at other individuals connected with the CPU
 - 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 the CPU, or at other individuals connected with the CPU
 - c. Creating or contributing to a social media page or account, webpage, blog, or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about the CPU, its stakeholders, or its reputation
 - d. Any instance of cyber-bullying or cyber-harassment between one Individual and another Individual (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: regular insults, negative comments, vexatious 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 subject to the CPU's Discipline and Complaints Policy at the discretion of the Case Manager.

PARTICIPANT RESPONSIBILITIES

5. Participants acknowledge that their social media activity may be viewed by anyone; including the CPU and the Individual's provincial/territorial or local Powerlifting associations.
6. If the CPU unofficially engages with an Individual in social media (such as by retweeting a tweet or sharing a photo on Facebook or Instagram) the Individual may, at any time, ask the CPU 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 the CPU.
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 CPU's Discipline and Complaints Policy.
9. An individual who believes that an Individual's social media activity is inappropriate or may violate the CPU's policies and procedures should report the matter to the CPU in the manner outlined by the CPU's Discipline and Complaints Policy.

SOCIAL MEDIA USE POLICY

PURPOSE

1. The Canadian Powerlifting Union (CPU) encourages the use of social media by its Representatives to enhance effective internal communication, build the CPU brand, and interact with members. Since there is so much ambiguity in the use of social media, the CPU has created this policy to set boundaries and standards for Representatives' social media use.

APPLICATION OF THIS POLICY

2. This Policy applies to all Representatives.

RESPONSIBILITY OF REPRESENTATIVES

3. CPU Representatives will not:
 - a. Use social media for the purpose of fraud or any other activity that contravenes the laws of Canada, the CPU's Code of Conduct and Ethics, or any other applicable jurisdiction
 - b. Impersonate any other person or misrepresent their identity, role, or position with the CPU.
 - c. Display preference or favouritism with regard to associations, athletes, or other members
 - d. Upload, post, email, or otherwise transmit:
 - i. Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive or another person's privacy, or otherwise objectionable
 - ii. Any material which is designed to cause annoyance, inconvenience, or needless anxiety to others
 - iii. Any material that infringes on the patent, trademark, trade secrets, copyright, or other proprietary rights of any other party
 - iv. Any material that is considered the CPU's confidential information or intellectual property
4. Representatives shall refrain from discussing matters related to the CPU or its operations on Representatives' personal social media. Instead, matters related to the CPU or its operations should be handled through more official communication channels (such as email) or through CPU-branded social media.
5. Representatives must engage with social media only in the context(s) described in their volunteer position, or position with the CPU. For example, a CPU Head Coach shall not represent the CPU in answering a question on CPU-branded social media that is directed at and better addressed in more official communication channels by, the CPU's Treasurer.
6. Representatives shall use their best judgment to respond to controversial or negative content posted by other people on the CPU-branded social media. In some cases, deletion of the material may be the most prudent action. In other cases, responding publicly may be preferred. If a Representative questions the correct action to take, the Representative shall consult with another Representative who has more decision-making authority at the CPU.
7. Representatives shall use a clear and appropriate writing style.

CPU RESPONSIBILITIES

8. The CPU will:
 - e. Ensure that Representatives only use social media in a positive manner when connecting with others
 - f. Properly vet and understand each social medium before directing Representatives to engage with, or create, CPU-branded social media
 - g. Ensure that Representatives balance personal and professional information posted via social media and inform Representatives that a balance is necessary and positive
 - h. Monitor Representatives' use of social media

ENFORCEMENT

9. Failure to adhere to this Policy may permit discipline in accordance with the CPU's Discipline and Complaints Policy, legal recourse, or termination of official CPU position.

SOCIAL MEDIA GUIDELINES

PURPOSE

1. These Guidelines provide coaches and athletes with tips and suggestions for social media use. Coaches and athletes are strongly encouraged to develop their own strategy for social media use (either written down or not) and ensure that their strategy for social media use is acceptable pursuant to the CPU's Code of Conduct and Ethics.
2. Given the nature of social media as a continually developing communication sphere, the CPU trusts its coaches and athletes to use their best judgment when interacting with social media. These Guidelines are not hard and fast rules or behavioural laws; but rather ideas that will inform coaches' and athletes' best judgment.

GUIDELINES FOR COACHES

3. The following tips should be used by coaches to inform their own strategy for social media use:
4. Choosing not to engage with social media is an acceptable social media strategy. But you must have good reasons for your choice and be active in other communication media
5. Despite what Facebook says, you are not actually "friends" with athletes. Resist commenting on athletes' personal activities, status updates, or tweets on Twitter
6. Consider monitoring or being generally aware of athletes' public social media behaviour to ensure compliance with the CPU's Code of Conduct and Ethics
7. Coaches may not demand access to an athlete's private posts on social media
8. Do not "friend" or follow athletes on social media unless they request the connection.
9. If you accept some "friend" requests, or follow one athlete on social media, you should accept all friend requests and follow all the athletes. Be careful not to show favouritism on social media.
10. Consider managing your social media so that athletes do not have the option to follow you or "friend" you on social media
11. Seek permission from athletes before posting pictures or videos of the athletes on publicly available social media
12. Do not use social media to 'trap' athletes if they say one thing to you in person but their social media activity reveals they were doing something different
13. Keep selection decisions and other official team business off social media
14. Never require athletes to join any social media platform
15. If you create a social media page for your team or athlete, do not make this social media site the exclusive location for important information. Duplicate important information in more official channels (like on a website or via email)
16. Ensure that parents are aware that some coach-athlete interactions may take place on social media. The rule of two applies to online communications with minors. See Appendix A in the CPU Policies and Procedures.
17. Exercise appropriate discretion when using social media for your own personal communications (with friends, colleagues, and other athletes) with the knowledge that your behaviour may be used as a model by your athletes
18. Avoid association with social media accounts with explicit sexual contact or viewpoints that might offend or compromise the coach-athlete relationship
19. Never misrepresent yourself by using a fake name or fake profile

20. Be aware that you may acquire information about an athlete that imposes an obligation of disclosure on your part (such as seeing pictures of underage athletes drinking during a trip)
21. Communication beyond regular social media interactions should be directed towards other communication channels.

ATHLETES

22. The following tips should be used by athletes to inform their own strategy for social media use:
23. Set your privacy settings to restrict who can search for you and what private information other people can see
24. Coaches, teammates, officials, or opposing competitors may all add you to Facebook or follow you on Twitter. You are not required to follow anyone or be Facebook friends with anyone
25. If you feel harassed by someone in a social medium, report it to your coach, club official, or to the CPU
26. Do not feel pressure to join a fan page on Facebook or follow a Twitter feed
27. Content posted on a social medium, relative to your privacy settings, is considered public. In most cases, you do not have a reasonable expectation of privacy for any material that you post
28. Posting information that indicates a violation of the Universal Code of Conduct to Prevent and Address Maltreatment in Sport may be processed against the complaint and discipline policy
29. Model appropriate behaviour in social media befitting your status as an elite athlete, a member of your association and of the CPU. As a representative of the CPU, you have agreed to the CPU's Code of Conduct and Ethics and must follow that Code when you post material and interact with other people through social media
30. Be aware that your public social media pages may be monitored by your club, coach, or by the CPU and content or behaviour demonstrated in social media may be subject to sanction under the CPU's Discipline and Complaints Policy

ASSOCIATION RESPONSIBILITIES

31. Associations should not attempt to impose social media restrictions on coaches or athletes. There are many situations where social media contact is desirable and necessary; yet many situations where social media contact is unwanted and risky. Coaches and athletes should be trusted, pursuant to the CPU's Code of Conduct and Ethics, to navigate social media using their best judgment.
32. Associations should monitor social media use by its athletes and coaches. Coaches and athletes may need to be reminded that behaviour in social media is still subject to the CPU's Code of Conduct and Ethics.

Complaints and concerns about an athlete's or a coach's conduct or behaviour in social media can be addressed under the CPU's Disciplinary

