



Canadian Tenpin Federation, Inc.  
Fédération Canadienne des Dix-Quilles, Inc.

## Canadian Tenpin Federation Social Media Policy

Approved by the Board of Directors on May 3, 2021

### 1. DEFINITIONS:

- CTF:** The brand and operating name of the officially registered and incorporated organization formally known as the Canadian Tenpin Federation Inc.
- Branded Social Media:** Official social media engagement by CTF, including the organization's Facebook page, Twitter feed, or other social media engagement; both those that exist currently and those that will be created by the organization in the future.
- Conduct:** The manner in which a person behaves, especially on a particular occasion or in a particular context.
- Defamation:** This occurs when one party causes harm to another party's reputation by spreading false information about that person or entity. In general, defamation that appears temporarily (as unrecorded speech or in a live broadcast) is called slander, and defamation that appears permanently (in a book or on a website) is called libel.
- Designated Individual:** Means any person chosen by CTF or a Registrant to officially make 'posts' to any variety of social media platforms.
- Disparage:** To criticize someone or entity in a way that shows you do not respect or value them or the entity.<sup>1</sup>
- Ethics:** Moral principles that govern a person's behaviour and an organization's professional conduct.
- Fair Comment:** Refers to the legal privilege everyone has to criticize and comment on matters of public interest, provided, facts are stated truly and without malice, that expressed opinions are honest and any provided criticism made imputes no corrupt or dishonorable motive not reasonably

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<sup>1</sup>Cambridge Dictionary. <http://dictionary.cambridge.org/dictionary/english/disparage>

warranted by the facts, notwithstanding that such criticism may be voiced in a style calculated to attract attention and to entertain and may involve some exaggeration, humour, or irony.<sup>2</sup>

Flames/Flaming:	Flaming is the act of posting or sending offensive messages over the Internet. These messages, called "flames," may be posted within online discussion forums or newsgroups, public posting/comments or sent via e-mail or instant messaging programs.
Member:	A Local or Provincial Association approved by CTF.
Policy:	Means the Social Media Policy as set out below in this document.
Registrants:	Those individuals who are engaged in events that are provided, sponsored, supported or sanctioned by CTF and may include, but are not limited to including, recreational and competitive athletes, members of national teams, coaches, officials, event organizers, administrators or provincial/territorial and local associations, and volunteers who serve on club executives, committees and boards of directors.
Representative:	All individuals employed by, or engaged in volunteer activities on behalf of CTF. Representatives include, but are not limited to, staff members, contract personnel, volunteers, medical personnel, researchers, administrators, committee members, and directors and officers of the organization.
Social Media:	The catch-all term that is applied broadly to online activity including, but not limited to, social, professional and multi-media networks and live-blogging tools. It includes, but is not limited to, platforms such as: YouTube, Facebook, Instagram, Tumblr, and Twitter, the CTF Facebook page, the CTF Twitter account, and other associated CTF media accounts.

## **1. OBJECTIVE OF THE CODE OF CONDUCT AND ETHICS**

- 1.1 The objective of the CTF Social Media Policy is to provide directives for the appropriate use of social media by Registrants (individuals and associations), Representatives and the Provincial/Territorial Members. It includes, but is not limited to, social media activities such as posts, Likes, shares and Tweets initiated by an individual, as well as re-tweeting or re-posting someone else's comment(s) and/or content(s) to one's own social media account.
- 1.2 All Registrants, by demonstrating leadership and good judgement, have a shared responsibility and accountability to implement and enforce this Policy.

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<sup>2</sup>Merriam-Webster Dictionary. <http://www.merriam-webster.com/dictionary/fair%20comment>

## **2. APPLICATIONS OF THE SOCIAL MEDIA POLICY**

- 2.1 This Social Media Policy is meant to cover existing and future emergent online tools and network options. Social media takes many different forms. It includes, but is not limited to, activities such as:
- hosting or posting to a blog
  - Tweeting or Re-Tweeting on Twitter
  - Posts and/or Likes on Facebook, on your site or others
  - Creating a LinkedIn Profile
  - Uploading a video to YouTube or Vimeo
  - Sharing an image on Flickr
  - Instagram
  - Tumblr
  - Sharing your location on Foursquare or the like
  - Participating in an online poll
  - Posting a review or rating a product
- 2.2 This policy covers social media actions that fall within CTF's organizational jurisdiction and includes, but is not restricted to, protection of: individuals, the CTF brand, the sport profile, and relationships with sponsors and funding partners.
- 2.3 CTF recognizes that social media can be used for organizational purposes to increase communication between and among its Registrants, Provincial/Territorial Members and partners, as well as for advancing the promotion and positive profile of the sport of Bowling and athletes, to a large audience.
- 2.4 CTF actively encourages and supports Registrants, Representatives and the Provincial/Territorial Members taking part in social media to share their positive experiences. For Registrants, it is also a great opportunity to raise the profile of the sport of Bowling and help them connect with fans, supporters and sponsors of the sport.
- 2.5 All postings made to social media are treated as 'public,' comparable to comments or actions in a public forum or in front of a camera or microphone.
- 2.6 CTF recognizes the importance of online conversation and respects the right to freedom of speech and the use of social media for personal purposes.
- 2.7 Registrants are not permitted to disparage others publically using social media; however, they are permitted to make fair comment for the purposes of expressing opinion and factually based criticism of CTF's policies and actions.<sup>3</sup>

## **3. CTF ORGANIZATIONAL REPRESENTATIVES**

- 3.1 Representatives shall use a clear and appropriate writing style.

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<sup>3</sup>The Future of Athlete Agreements in Canada. AthletesCan and Sport Solutions. 2015

- 3.2 Representatives shall refrain from discussing matters related to the operations of CTF on Registrants personal social media. Instead, matters related to CTF or its operations should be handled through more official communication channels (like email) or through the branded social media.
- 3.3 Representatives shall use their best judgment to respond to controversial or negative content posted by other people on the CTF branded social media. In some cases, deletion or requesting deletion by Registrants responsible for posting 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 social media experience and/or decision-making authority.
- 3.4 Representatives must use their best judgement when using their personal social media to interact with Registrants, be they athletes, parents/guardians of athletes, coaches, and other individuals affiliated with CTF.
- 3.5 In their capacity of representing CTF, Representatives will not:
  - a. Use social media for the purpose of fraud or any other activity that contravenes the laws of Canada, CTF's Code of Conduct and Ethics, or any other applicable policy, bylaws, etc.;
  - b. Impersonate any other person or misrepresent their identity, role, or position with CTF;
  - c. Display preference or favouritism with regard to athletes, coaches, or other individuals associated with the organization;
  - d. Upload, post, email, or otherwise transmit:
    - i. Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive of another person's privacy, or otherwise objectionable, (i.e., Flames/Flaming, etc.);
    - 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 right of any other party;
    - iv. Any material that is considered confidential information or intellectual property of CTF. (See Section 6 of the Harassment and Abuse Policy for additional information on cyber-bullying and cyber-harassment.)
- 3.6 Representatives who create external websites, Facebook pages, or other social media related to activities associated with CTF must abide by the following conditions:
  - a. Must follow Section 4.5 of this Policy when posting material;
  - b. Must obtain explicit and written consent before posting personal information or pictures of athletes or other individuals;
  - c. Must contain a hyperlink to CTF's website.

## **4. CTF ORGANIZATIONAL RESPONSIBILITIES**

- 4.1 CTF will:

- a. Ensure that Representatives only use the CTF branded social media in a positive manner when connecting with others;
- b. Properly vet and understand each social medium before directing Representatives to engage with, or create, CTF branded social media;
- c. Monitor Representatives' use of the CTF branded social media.

## **5. CONDUCT AND BEHAVIOUR**

- 5.1 Registrants, Representatives and the Provincial/Territorial Members are expected to conduct themselves at all times in a manner consistent with the values of CTF indicated in the Code of Conduct and Ethics. Irresponsible social media behaviour by members can do severe damage to the organization of CTF and to the sport of bowling.
- 5.2 Registrants and Representatives must be aware that their use of social media may be monitored by CTF or by the Provincial/Territorial Member organizations.
- 5.3 Conduct that violates the Social Media Policy may be subject to sanctions pursuant to CTF's Complaint and Disciplinary Policy.
- 5.4 CTF expects a high standard of appropriate behaviour when Registrants and Representatives are using social media, and they are expected to:
  - a. Use casual, respectful and friendly language, and never say anything online that they would not say in front of individuals to whom they respect;
  - b. Be truthful, and in the case of in advertent mistake, make every effort to correct the mistake as soon as possible;
  - c. The use of profanity, abusive, harassing and/or hateful language is explicitly prohibited;
  - d. Refrain from venting frustrations about an event or decisions or actions by other Registrants;
  - e. Understand and recognize that what is posted on social media, even in a private form, for all purposes, becomes a permanent public record;
  - f. Understand that it is not productive to get into an argument with anyone online or via social media; and
  - g. Understand that CTF relies on volunteer efforts and to be respectful of this and show appreciation when appropriate and avoid public criticism at all times. Constructive criticism is welcome if you direct your comments via the appropriate channels.

## **6. CTF DOES NOT CONDONE ANY MESSAGES THAT:**

- a. May constitute or condone harassment of any kind, discrimination or violence;
- b. Are hurtful, malicious, degrading or otherwise offensive to an individual or group of individuals;
- c. Are damaging to our brand and/or relationships with our stakeholders and funding partners;
- d. Divulge confidential or proprietary information that belongs to CTF; or
- e. Fail to respect the privacy of others by disclosing personal information without requisite consent.

## **7. DETERMINATION OF INFRACTIONS**

- 7.1 The following social media conduct may be considered minor or major infractions at the discretion of the Executive Director or Vice President Finance & Administration, along with a peer of the person having committed the infraction, and taking into consideration whether this is a first or repeated offense, and the degree of harm to another person and/or CTF:
- a. Posting a disrespectful, disparaging, hateful, insulting, harmful or similarly negative comment on social media (e.g.: a personal blog, in a Facebook post or note, or as a Tweet on Twitter, etc.), beyond what the majority of persons would consider fair comment for the purposes of expressing opinion and factually based criticism, and that is directed at Stakeholders, Registrants, CTF volunteers or staff, or at other persons connected with the CTF organization.
  - b. Creating or contributing to a forum on social media (e.g.: Facebook group, webpage, blog, or Twitter, etc.), devoted solely or in part to promoting negative or disparaging remarks or commentary, and which is opinion that is not factually based criticism, about the CTF organization, or its reputation.
  - c. Posting a picture, altered picture, or video on social medium (e.g.: Facebook, Tumblr, Twitter, YouTube, etc.), that is harmful, disrespectful, insulting, or similarly offensive, and that is directed at Stakeholders, Registrants, CTF volunteers or staff, or at other persons connected with the CTF organization.
  - d. Any instance of cyber-bullying or cyber-harassment between one Registrant and another Registrant 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. (See Section 6 of the Harassment and Abuse Policy for additional information on cyber-bullying and cyber-harassment.)
  - e. Using a false profile to act or represent themselves as any other person, other than the Registrant themselves.
- 7.2 Removing content from social media after it has been posted, (either publicly or privately) does not excuse the Registrant from being subject to the Code of Conduct and Ethics, and Complaint and Disciplinary Policy.
- 7.3 Any individual who believes that the social media use by another Registrant or Representative is inappropriate or may violate CTF's policies and procedures should report the matter in the manner outlined by the Code of Conduct and Ethics and Complaint and Disciplinary Policy.

## **8. IMPOSING DISCIPLINARY SANCTIONS**

- 8.1 An individual that uses social media irresponsibly or disrespectfully in a manner that may bring CTF into disrepute and/or is contrary to the standards of conduct for

messaging and posting set above will be subject to discipline as outlined in the Complaint and Disciplinary Policy.

- 8.2 Indiscretions through social media are subject to the same discipline if an individual made similar damaging comments or actions in a public forum or in front of a camera or microphone.
- 8.3 Disciplinary sanctions will reflect the severity of the infraction. Minor infractions are single, largely unintentional breaches of this policy that generally do not result in harm to individuals and/or CTF. Major infractions are either single breaches of significance or repeated multiple breaches which violate any of the Social Media or Code of Conduct and Ethics Policy, and that result, or have the potential to result, in harm to individuals and/or CTF.
- 8.4 Any individual may appeal the decision and disciplinary sanctions by following the processes outlined in the CTF Appeals Policy.
- 8.5 Disciplinary sanctions imposed internally by CTF do not preclude legal action that may be taken against an individual using social media irresponsibly.

## **9. JURISDICTION**

- 9.1 This policy shall be governed in accordance with the Canada Not-for-Profit Act in the country of Canada.

## **10. REVIEW AND APPROVAL**

- 10.1 The CTF Board of Directors and Executive Director shall review this policy every four (4) years.

Approved:  
Review: 2025

## **11. ADDITIONAL RELEVANT POLICIES:**

- CTF Appeal Policy
- CTF Alternative Dispute Resolution Policy
- CTF Athlete Agreement
- CTF Code of Conduct and Ethics
- CTF Complaint and Disciplinary Policy
- CTF Equity and Inclusion Policy
- CTF Harassment and Abuse Policy

## **ANNEX**

The information within this Annex are not intended as hard and fast rules or behavioural laws, but rather ideas that will inform users' best judgment.

Organizations and individuals are frequently learning that posting something on the internet via social media ensures the near-permanent existence of that material. For example, a tweet posted 2 years ago can be easily found by an intrepid researcher. A picture that is posted on Facebook never really goes away, even if it is immediately removed. These reasons underscore why individuals and organizations need to be especially careful about the use of social media.

### **I. Athletes**

The following information should be used by athletes to develop a personal strategy for social media use:

- i. Set privacy settings to restrict who can search for you and what private information other people can see;
- ii. Coaches, teammates, officials, or opposing competitors may all add you to Facebook or follow you on Twitter. Do not feel pressure to join a fan page on Facebook or follow a Twitter feed. You are not required to follow anyone or be Facebook friends with anyone;
- iii. If you feel harassed by someone in a social medium, report it to CTF;
- iv. Content posted on Twitter and Facebook, irrespective of your privacy settings, is considered public. In most cases, you do not have a reasonable expectation of privacy for any material that you post;
- v. Avoid posting pictures of, or alluding to, participation in illegal activity such as: speeding, physical assault, harassment, drinking alcohol (regardless if of age or underage), and taking recreational drugs (e.g., smoking marijuana);
- vi. Never misrepresent yourself by using a fake name or fake profile;
- vii. Model appropriate behaviour in social media befitting your status as an elite athlete, representing Canada as a Registrant of CTF;
- viii. As a Registrant of CTF, you have agreed to abide by the CTF Code of Conduct and Ethics and you must follow that Code when you post material and interact with other people through social media; and
- ix. Be aware that your public Facebook page or Twitter feed may be monitored by your association, coach, or by CTF and content or behaviour demonstrated in social media may be subject to sanction under CTF's Code of Conduct and Ethics via the Complaint and Disciplinary Policy.

### **II. Coaches**

The following should be used by coaches to develop a personal strategy for social media use:

- i. 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 mediums;
- ii. Despite what Facebook says, you are not actually "friends" with athletes. Resist commenting on athletes' personal activities, status updates, or tweets on Twitter;
- iii. Consider monitoring or being generally aware of athletes' public social media behaviour to ensure compliance with CTF Code of Conduct and Ethics;

- iv. Coaches may not demand access to an athlete's private posts on Twitter or Facebook;
- v. Do not "friend" athletes on Facebook unless they request the connection. Never pressure athletes to "friend" you;
- vi. If you accept some "friend" requests, or follow one athlete on Twitter, you should accept all friend requests and follow all the athletes. Be careful not to show favouritism on social media;
- vii. Consider managing your social media so that athletes do not have the option to follow you on Twitter or "friend" you on Facebook;
- viii. Seek permission from athletes before posting pictures or videos of the athletes on publicly available social media like a blog or on YouTube;
- ix. 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;
- x. Keep selection decisions and other official team business off any type of social media;
- xi. Never require athletes to join Facebook, join a Facebook group, subscribe to a Twitter feed, or join a Facebook fan page about your team or organization;
- xii. If you create a fan page on Facebook 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 the CTF website or via email);
- xiii. Ensure that parents are aware that some coach-athlete interactions may take place on Facebook;
- xiv. 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;
- xv. Avoid association with Facebook groups or Twitter feeds with explicit sexual contact or viewpoints that might offend or compromise the coach-athlete relationship;
- xvi. Never misrepresent yourself by using a fake name or fake profile;
- xvii. 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); and
- xviii. Attempt to make communication with athletes in social media as one sided as possible. Be available for athletes if they initiate contact via social media – athletes may wish to have this easy and quick access to you – but avoid imposing yourself into an athlete's personal social media space unless explicitly requested to do so.