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

2023 Social Media Policy

Social media has become an integral part of our daily routine by allowing users to communicate with each other on multiple platforms such as Facebook, Twitter and Instagram. Most people's primary use of social media is to connect with family and friends, and therefore they share posts that are relevant on a personal level.

However, it is important to note that your profiles serve not only to represent who you are, but they represent *who* and *what* you are affiliated with. In this case, CTF, The Bowling Federation of Canada, Sport Canada, the coaches, volunteers, and sponsors affiliated with Team Canada can be affected by the content that you post, like or share online. This can be both disadvantageous and advantageous, depending on the information that is shared. You must keep in mind that everything that you post on social media is affiliated with CTF and Team Canada in the public's eyes.

In accordance with the Athlete's Agreement, photos, posts and any behaviour deemed inappropriate or abusive by CTF can be subject to fines, suspensions and other sanctions. In order to avoid potential conflict, it's always better to think before you post.

The following guidelines will serve to clarify what is acceptable to post on social media, what can be posted to have a positive effect on you as a bowler and CTF, and how to avoid social media backlash or controversy.

- Disclose who you are. It is important to be transparent and truthful when using social media. This enables other users to easily find and communicate with you. People will identify with you and look up to you in your role on Team Canada. They will use your profiles to follow your success, and too much misleading information will prevent them from doing so.

- Post about what you know. This will provide consistent content on your page, but it will also be accurate in terms of what is going on in regards with Team Canada and CTF. ***If you are uncertain about a topic, do not post about it.*** If you are asked a question and do not know how to give a proper answer, speak with a coach or HP Director or Executive Director to formulate a proper response before engaging in any public forum. An inappropriate or inaccurate post/response could have a lot of backlash.

- Respect internal information. It is encouraged to talk about your role on Team Canada and about CTF in a positive way, but you must be aware to not post any confidential

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information regarding CTF and Team Canada. If you are unsure whether or not you can post certain information and share it with the public, it is better to verify first than to post.

- Be nice and respectful to others. If negative comments such as racial or ethnic slurs, insults or profanity are used, even jokingly, a negative light is shed on everyone. Be courteous. If someone provokes you, or you lose in a heated match, do not take to social media to post about these issues. These posts can easily be saved by the public, and can cause problems moving forward.

- Fix your mistakes immediately. If you happen to post anything that is compromising or questionable, it is advisable to remove the post rather than to keep it public. As well, take ownership of your post. If it was inaccurate, correct your mistake. If it was mean or degrading, apologize to those who were hurt. This will help maintain your image as an athlete, as well as the image of those associated with you.

- Use hashtags, particularly those associated with your team or event. Hashtags are applicable to every social media platform and are an effective way of associating yourself with similar content. If there is a major tournament going on, posting with a hashtag will enable other users to find similar posts, and therefore have an easier access to all of the information pertaining to the event. **Personal hashtags are not to be used with the Our Team Canada hashtags. (#SportCanada #CTF #buffabowling #fana #dexter #Expedia)**
- **When at a Major Tournament the order of posting is: The Federation first then the athlete shares the post.**

Facebook
- Know who you are friends with. This is important as it gives you the ability to control who can see all of your information, but being friends with the wrong people can be detrimental. Association to people who have a bad reputation may have other user's and potential supporters and sponsors question your character.
- Pay attention to the groups you join and pages you like. This information is available to all of your friends as well. People will question your intentions if you constantly "like" compromising pages. Conversely, it is recommended to like pages and join groups that are relevant to bowling and Canadian Sport. This promotes your role as a member of Team Canada, and includes you in the fabric of the sporting community at large.
- Share relevant information. As an athlete, you should support your fellow athletes. If Canada is competing in an event, post about it or share the posts other users have made.

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This shows that you support bowling, as well as other sports. It also promotes the sport and broadens the reach of the events that are going on.

- Check your spelling and grammar. You do not want other users to misinterpret what you're posting. If your post contains an excessive amount of spelling or grammatical errors, your message may become unclear, and you will be seen to have an unprofessional image.
- If you are tagged in a photo or post that could be controversial, simply remove the tag to avoid further association with it.
- **Personal hashtags are not to be used with the Our Team Canada hashtags. (#SportCanada #CTF #buffabowling #fana #dexter #fleetwoodexpedia)**
- **When at a Major Tournament the order of posting is: The Federation first then the athlete shares the post.**

Twitter

- Keep the conversation under control. Even if you are replying to one person, your tweet is viewable to anyone with access to the internet. They can see how you responded, and they will make a note of it. We also recommend not using twitter instead of personal messaging. You do not want your profile to be flooded with conversations, making it impossible for your followers to find relevant information.
- Avoid following potentially controversial accounts. Other users can see who you are following, and may become skeptical if you are following inappropriate accounts. It is possible to still keep tabs on these particular accounts without following them, therefore eliminating your affiliation with questionable content.
- Acknowledge your fellow athletes. 280 characters is a very efficient way to recognize someone else's accomplishment. By simply making one tweet to recognize someone, you have just told a large amount of people about their accomplishment, as well as making the information easy to share.
- Retweet. Similarly, to sharing posts on Facebook, retweeting allows all of your followers to see the information others have posted that you wish also wish to have on your profile. This can be used to show your support for team members or fellow athletes, but can also be harmful is you retweet inappropriate content.

- **Personal hashtags are not to be used with the Our Team Canada hashtags. (#SportCanada #CTF #buffabowling #fana #dexter #fleetwoodexpedia)**

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Instagram

- Pay attention to what you like. If someone follows you, posts that you like can show up in their "Recommended for you" or "Activity" feeds. Therefore, they can see if you like any content that is questionable or inappropriate. However, if you still wish to have this content, it is recommended to screenshot on your device rather than liking it.
- Post photos that promote a positive image of you as an athlete, your team, and your sport. Existing and current sponsors wish to be affiliated with positive images. Images in poor taste will reflect negatively on CTF and all groups associated with you.
- If you're tagged in another person's photo that could be controversial, simply remove the tag or hide it from your profile so that it is not visible to those following you.
- **Personal hashtags are not to be used with the Our Team Canada hashtags. (#SportCanada #CTF #buffabowling #fana #dexter #fleetwoodexpedia)**
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TIPS / BEST PRACTICES

Educate athletes, coaches and other team members on the Games-time Social Media Guidelines in advance of the Games. In additional to the guidelines, here are some common sense Do/Don'ts on social media:

Things to do on Social Media	Things NOT do on Social Media
- Establish team social media protocol early - work with your I\JSO and @TeamCanada to discuss and determine best practices for social during Games	- Assume no one is listening

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- Post in first-person, diary type format	- Use profanity or derogatory language
- Engage with Team Canada by following, commenting, sharing and retweeting @TeamCanada content across digital platforms	- Broach political or controversial topics
- Follow and cheer for teammates, and engage with fans, following your competition dates	- Post photos or videos of others without their permission (especially of your fellow athletes)
	- Share videos taken within competition venues

☐Athlete ☐Coach ☐Administrator ☐Official ☐Other

Athlete Signature _____   Date: _____

Coach Signature _____   Date: _____

Administrator Signature _____   Date: _____

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