



## Social Media Policy

---

### Policy Administration

Upper Canada Skating Club (“UCSC”) maintains and reviews this Social Media Policy every three years.

Implementation	June 2025
Next Board Review	June 2028

### Introduction

This policy applies to all individuals affiliated with UCSC including but not limited to skaters, parents/guardians, coaches, volunteers, staff, board members, and other stakeholders. The purpose of this policy is to promote responsible use of social media in a way that protects the club’s values, members, and reputation.

### Representing the Club

- Only designated club representatives may speak on behalf of UCSC on official social media platforms.
- Individuals must not create or operate social media accounts using the club’s name or logo without written permission from the board.

### Respectful Communication

- Always treat others with dignity and respect. Offensive, defamatory, harassing, or discriminatory comments are strictly prohibited.
- Avoid posting content that could be seen as bullying, gossip, or personal attacks.

### Privacy and Consent

- Do not post photos, videos, or identifying information of any skaters, especially minors, without prior written consent from a parent or guardian via a signed photo release form.
- Respect others’ privacy. Avoid sharing sensitive information about club operations, finances, or individuals.

## **Personal Use of Social Media**

- When discussing skating or club-related matters on personal accounts, make it clear that you are speaking for yourself and not the club (e.g., “Opinions are my own”).
- Refrain from commenting publicly on club decisions, policies, or disputes. Concerns should be directed privately to club leadership.

## **Safe and Positive Environment**

- Promote good sportsmanship, encouragement, and a positive skating culture online.
- Avoid posting during or immediately after emotionally charged events (e.g., competitions or evaluations) to prevent misunderstandings or harm.

## **Enforcement and Consequences**

- Violations of this policy may result in action by the club, including verbal or written warnings, removal of posts, suspension of club privileges, or termination of membership or contracts.
- The board reserves the right to address social media issues at its discretion to protect the integrity of the club and safety of its members.

## **Questions and Reporting**

- If you are unsure about a post or wish to report a potential violation, contact the club manager at [uppercanadaskating@gmail.com](mailto:uppercanadaskating@gmail.com).

## **Acknowledgment**

By participating in UCSC, all stakeholders agree to follow this policy and help uphold a respectful, inclusive, and supportive environment both online and in person.