



Title Social Media Policy	Effective Date September 18th, 2021	Page 1 of 2
Policy Number HR25	Updates and Replaces March 10th, 2018	
	Next Review Date September 2024	

POLICY STATEMENT

This policy applies to all employees of the Ontario Tennis Association (OTA), as well as to all directors, officers, consultants, volunteers, coaches, athletes and officials associated with specific OTA activities (collectively referred to in this policy as “members” of the OTA).

The Ontario Tennis Association (OTA) is aware that Member interaction and communication occurs frequently on Social Media. The purpose of this policy is to outline the standard of behavior expected on the OTA’s Social Media and to establish disciplinary measures to be taken in the event of violation of this policy.

DEFINITIONS

1. “**Members**” Refer to all categories of membership defined in the OTA By-Laws as well as individuals employed by, associated with and/or engaged in specific OTA activities, including, but not limited to, athletes, coaches, convenors, officials, volunteers, managers, administrators, directors, officers, consultants, spectators at events and parents/guardians of athletes.
2. “**OTA Staff**” refers to any full-time permanent employee of the Ontario Tennis Association (OTA).
3. “**Social Media**” refers to the catch-all term that is applied broadly to computer-mediated communication media, including, but not limited to, blogs, YouTube, Facebook, Instagram, Tumblr, Twitter, Pinterest, Snapchat, TikTok etc.

POLICY

1. This Policy applies to all Members as defined in the Definitions.

Conduct and Behaviour

2. Per the OTA Abuse & Harassment Policy (HR1) and Code of Conduct, the following Social Media conduct may be considered minor or major infractions at the discretion of OTA Staff:
 - a. Posting a disrespectful, hateful, insulting, or otherwise negative comment on Social Media, that is directed at Members or at other persons connected with the OTA.
 - b. Posting a disparaging or harmful comment on Social Media, that is directed at the OTA.
 - c. Creating or contributing to a Social Media group, webpage, blog, or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about the OTA or its reputation.
 - d. Posting a picture, altered picture, or video on Social Media that is harmful, disrespectful, insulting, or otherwise offensive, and that is directed at Members or at other persons connected with the OTA.



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- e. Any instance of cyber-bullying or cyber-harassment between one Member and another Member (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.
 - f. Any instance of bringing the game of Tennis into disrepute.
3. All conduct and behaviour occurring on Social Media may be subject to the OTA Abuse & Harassment Policy at the discretion of OTA Staff.

Member Responsibilities

- 4. Members must be aware that their Social Media use may be monitored by the OTA or other provincial/territorial or local Tennis associations.
- 5. When using Social Media, a Member must model appropriate behaviour benefitting the Member's status as a member of the OTA.
- 6. Removing content from Social Media after it has been posted (either publicly or privately) does not excuse the Member from being subject to the OTA Abuse & Harassment Policy.
- 7. A member who believes that the Social Media use by another Member is inappropriate or may violate the OTA's policies and procedures should report the matter to OTA in the manner outlined by the OTA Abuse & Harassment Policy.

REFERENCE POLICIES

- GP6 – Confidentiality & Privacy
- HR1 – Abuse & Harassment
- OTA By-Laws
- OTA Code of Conduct

APPROVALS

Chair of the Board		Date:
on behalf of the Board of Directors		Date: