



## ***Newfoundland & Labrador 5 Pin Bowlers' Association***

### **SOCIAL MEDIA POLICY**

#### **Intent**

This document is designated to provide The Newfoundland and Labrador 5 Pin Bowlers' Association (NL5PBA and/or Corporation) and its Members with guidelines regarding the appropriate use of the Corporation's social media accounts with Facebook, Twitter, Instagram, LinkedIn, MySpace, the Corporation's Blog (this list is not exhaustive).

The NL5PBA strives to maintain a positive image in the community and has adopted this policy to ensure that the Members are aware of their responsibility to maintain the positive image as a representative of the Corporation. Members that maintain personal social media pages (e.g. Facebook, Twitter, Instagram, LinkedIn, MySpace, Blogs etc.) are expected to comply with the guidelines set out within this policy.

We would like to take the time to remind Members that they continue to act as representatives of the Corporation at all times and should conduct themselves in a manner that is appropriate. Social media is no different than a live microphone. We encourage Members to engage with the public through their social media channels about 5 pin bowling, but should do so in a way that is appropriate and safe for media distribution.

#### **Guidelines**

- Members may not disclose confidential or proprietary information on any social media pages.
- Members will be held responsible for what they write or post on any social media pages. Posts involving the following will not be tolerated and will subject the individual to discipline: Inflammatory comments, discriminating statements or sexual innuendos relating to Members, disparaging remarks, or negative/inappropriate language or posts are not permitted.
- Members are directed not to engage in discussions regarding to legal issues in which the Corporation is involved, or government issues relating to the Corporation without prior approval from the NL5PBA Board.
- Members are required to respect copyrights and never post text, images or video created by someone else without proper attribution and/or authorization.
  - Social media is not a substitute for inter-5PBA, inter-Zone, or inter-Decentralized Association communications. Important information should be transmitted within normal communication channels (i.e. email, telephone, or in writing), and not through social media outlets.
- In the event any Member discovers any group(s) have formed to discuss the Corporation, Members are requested to bring them to the attention of the Corporation.
  - Members are required to relay important issues to the NL5PBA as soon as possible.



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- Members should always carefully consider what to post in response to any argumentative or accusatory post. If Members have any questions regarding how to respond to a particular post, Members should discuss the issue with the NL5PBA prior to posting.
- Always adopt a positive attitude when responding to comments on social media.

Adopted 2021