



BOXING CANADA

SOCIAL MEDIA POLICY

1. INTRODUCTION

Boxing Canada acknowledges that there are many benefits to social media. Boxing Canada recognizes that social media allows us to increase communication between and among our members and partners. It can also advance the promotion of a positive profile of our sport and our star athletes to a large audience.

Social media provides members the opportunity to raise the profile of our sport and help them connect with fans of the sport. Boxing Canada also recognizes the importance of online discourse and the right to an individual's freedom of speech. As a consequence, Boxing Canada encourages members to use social media responsibly and respectfully.

Boxing Canada is committed to fostering an environment that supports responsible and respectful use of social media by our members. This policy describes Boxing Canada's commitment to providing a positive and respectful platform for our members and the public. This policy should be read in conjunction with Boxing Canada's Social Media Guidelines for Members, which provides the mechanism for our organization to deal with inappropriate messages quickly, responsibly and effectively.

This policy covers social media content that falls within, or touches upon, the Boxing Canada's organization. The policy is intended to protect members of Boxing Canada, Boxing Canada's public profile, the public profile of boxing as a sport, and Boxing Canada's relationships with our sponsors and funding partners.

2. POLICY DETAILS

a) Scope

This policy applies to all members of Boxing Canada. Social Media takes many different forms including, but not limited to, the following:

- Posting a comment on a blog
- Tweeting
- Posting comments, pictures, or videos on Facebook, Instagram, or similar social media platforms
- Creating a LinkedIn Profile
- Uploading a video to YouTube

b) Standard of Conduct

i) Messaging

Boxing Canada's endorses a high standard of behavior when using social media and does not condone any messages that:

- May constitute harassment, discrimination, cyber bullying or violence
- Are hurtful, malicious, degrading or otherwise offensive to an individual or group of individuals
- Are damaging to Boxing Canada's public profile and/or relationships with Boxing Canada's stakeholders and funding partners
- Divulge confidential or proprietary information that belongs to Boxing Canada's



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- Fail to respect the privacy of others by disclosing personal information without consent.

ii) Posting

Only designated individuals may post on the official social media websites of Boxing Canada. All official inquiries about Boxing Canada's must be answered through the appropriate staff/board members or their designate. Inappropriate messages made by members or public must be removed as soon as possible.

c) Imposing Disciplinary Sanctions

Individuals that use social media irresponsibly, disrespectfully, in a manner that may bring Boxing Canada into disrepute, and/or in a manner that is contrary to the standards of conduct set out above could result in Boxing Canada taking disciplinary actions against the individual.

Disciplinary sanctions will reflect the severity of the infraction. The following principles will apply:

- Minor infractions can be single, unintentional breaches of this policy that do not result in physical and/or mental harm to individuals or the reputation of Boxing Canada.
- Major infractions can be single and/or multiple breaches which result in, or have the potential to result in, physical and/or mental harm to individuals or the reputation of Boxing Canada.

Disciplinary sanctions for minor infractions may include the following:

- Immediate removal and retraction of messages in question;
- Verbal or written reprimands;
- A verbal or written apology; and/or
- Any other similar sanction considered appropriate relative to the breach.

Disciplinary sanctions for major infractions may include:

- Immediate removal and retraction of messages in question;
- Formal, written notification of the nature of the violation against the policy;
- Verbal or written apologies; and/or
- Reporting to Boxing Canada for further sanction in accordance with the Boxing Canada Discipline Policy.

Any individual may appeal the decision and disciplinary sanctions by following the Dispute Resolution and Appeals Policy established by Boxing Canada.

3. ADDITIONAL PERTINENT INFORMATION

This Social Media Policy is meant to cover existing and emergent online tools and network options. Compliance with this policy could be referenced specifically in Boxing Canada's agreement and/or contracts with members.