NEW BRUNSWICK TABLE TENNIS ASSOCIATION
"SOCIAL MEDIA" POLICY

Definitions

1. The following terms have these meanings in this Policy:
    a) "*Social media"* – The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, YouTube, Facebook, Instagram, Tumblr, Snapchat, Twitter and Websites.
    b) "*Individual*"- Provincial Participants as defined in the New Brunswick Table Tennis's (NBTTA) Bylaws, as well as all individuals employed by or engaged in activities with NBTTA, including but not limited to, Provincial Participants, athletes, coaches, officials, volunteers, directors, officers, team managers, team captains, medical and paramedical personnel, administrators, and employees.
    c) *"Case Manager"* – The person or organization appointed by NBTTA to oversee management and administration of complaints.

Preamble

2. NBTTA encourages Individuals to engage with social media but cautions that such engagement must meet the standard of conduct and behavior outlined by the NBTTA's *Code of Conduct and Ethics*. Conduct and behavior falling short of this standard may be subject to NBTTA's *Discipline and Complaints Policy*.

3. In particular, athletes who engage with social media must understand that, though they are a representative of the NBTTA, they do not represent the NBTTA. It should be clear to persons following an athlete's social media activity that the athlete is not speaking on behalf of the NBTTA.

Application

4. This Policy applies to all Individuals.

Conduct and Behavior

5. Per the NBTTA *Discipline and Complaints Policy* and *Code of Conduct and Ethics*, the following social media conduct may be considered minor or major infractions at the discretion of the Case Manager:
    a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an Individual, at the NBTTA, or at other persons connected with the NBTTA.
    b) Posting a picture, altered picture, or video on a social medium that is harmful, disrespectful, insulting, or otherwise offensive, and that is directed at an Individual, at the NBTTA, or at other persons connected with the NBTTA.
    c) Creating or contributing to a Facebook group, webpage, blog, or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about the NBTTA, its stakeholders, or its reputation.
    d) Inappropriate personal or sexual relationships between Individuals who have a power imbalance in

their interactions, such as between athletes and coaches, Directors and staff, officials and athletes, etc.

e) Any instance of cyber-bullying or cyber-harassment between one Individual and another Individual (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 behavior, pranks or jokes, threats, posing as another person, spreading rumors or lies, or other harmful behavior.

6. All conduct and behavior occurring on social media may be subject to the NBTTA *Discipline and Complaints Policy* at the discretion of the Case Manager.

Individuals Responsibilities

7. Individuals acknowledge that their social media activity may be viewed by anyone; including the NBTTA and the Individual's local club association.

8. If the NBTTA unofficially engages with an Individual in social media (such as by retweeting a tweet or sharing a photo on Facebook) the Individual may, at any time, ask the NBTTA to cease this engagement.

9. When using social media, an Individual must model appropriate behavior befitting the Individual's role and status in connection with the NBTTA.

10. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to the NBTTA *Discipline and Complaints Policy.*

11. A person who believes that an Individual's social media activity is inappropriate or may violate the NBTTA's policies and procedures should report the matter to the NBTTA in the manner outlined by the the NBTTA *Discipline and Complaints Policy*.

Review and Approval

12.This Policy was reviewed and approved by the NBTTA Board of Directors on January 25th, 2025