



# NB ALPINE- Social Media Policy

AUGUST 29, 2022 – FINAL BOARD APPROVED

## **Policy**

### **Purpose**

The intent of this policy is to ensure that social media postings made by any Participant connected to New Brunswick Alpine (NB Alpine) conforms with the NB Alpine Code of Conduct and represents the NB Alpine and Alpine Canada Alpin (ACA) brand accurately.

### **Application**

This policy applies to all Participants, as defined in Section 2.0 Definitions, item p(i1-6), in the NB Alpine Code of Conduct.

Participants who maintain personal social media pages or accounts are required to comply with the following guidelines as they relate to their association with NB Alpine. Participants will be held accountable for what they write or post on social media or internet pages. Inflammatory comments, unprofessional remarks or disparaging remarks made about the organization, its employees, customers, vendors, or competitors may result in disciplinary action, up to and including termination.

This policy covers all forms of social media. Social media includes, but is not limited to, such activities as:

- Maintaining a profile page on social or business networking sites (including but not limited to LinkedIn, Instagram Facebook, Shutterfly, Twitter, Instagram, Snap Chat, Vimeo or MySpace);
- Content sharing including, but not limited to, Flickr and YouTube;
- Commenting on blogs and/or other social platforms for personal or business reasons;
- Leaving product or service reviews on retailer sites, or stakeholder review sites;
- Taking part in online votes and polls;
- Taking part in conversations on public and private web forums; and
- Wikipedia pages.

### **Guiding Principles**

Social media offers the opportunity for people to gather in online communities of shared interest and create, share, consume content whilst assisting in building personal profiles and fan bases worldwide. Used appropriately, social media is a power tool for communicating and promoting a brand or ideas; used inappropriately, this medium can hamper the reputation of an organization or individual and negatively impact the ability for the organization or individual to earn revenue.

### **Appropriate Use of Social Media**

- Follow sponsors and teammates to build awareness of your pages and show support;
- Celebrate the accomplishments of teammates/sporting excellence;
- Wish teammates well – show support for fellow Athletes;
- Comment on your own performance/form/training, in a positive manner;
- Share your excitement about upcoming events;
- Express gratitude to participants;
- Support personal, NB Alpine, ACA, or other PTSO sponsors/supporters by tagging and mentioning;
- Seek guidance if you're unsure of your posts or tweets;

- Engage positively with fan base; and
- Tag NB Alpine in your posts to help broaden your personal brand and audience.

### **Inappropriate Use of Social Media**

- Do not post negative comments about any company, product or brand. Even if the company is not a current sponsor, the same rule applies (they could be a sponsor in the future).
- Do not post comments about a competitor to any of NB ALPINE corporate partners. Even if you have a passion for this brand, corporate partners are sensitive to these types of posts regardless of what the context is.
- Do not post negative comments about your peers.
- Do not post negative comments about NB ALPINE. This includes staff, events, the organization, team selection, race selections, team policy or team strategy.
- Do not release medical information about yourself or another Athlete prior to consulting with NB ALPINE Manager of Communications. Specific medical information will only be released by NB ALPINE after the medical team has confirmed the injury and only in conjunction with NB ALPINE medical team and the Athlete and team management.
- Do not make any comments that could be interpreted as harmful to the sport.
- Do not post any information about team meetings.
- Do not post any negative comments related to race, sexuality, gender, ability, religion or culture.
- Do not publish lewd, vulgar or obscene comments or photographs.
- Do not post video from inside the race venue.
- Do not endorse or promote products for commercial gain, that conflicts with current NB ALPINE sponsors. This specifically relates to companies and/or products not covered through traditional sponsorships, as outlined in the Athlete Agreement.
- Do not post images of yourself or teammates in NB ALPINE branded clothing with conflicting sponsors (e.g., ACA example: NewEra hat with Helly Hansen clothing).
- Do not create any group social media accounts related to your position as an Athlete with NB Alpine and any of its teams.

### **Filing a complaint**

Breaches of this policy may be reported to ACA's Independent Third Party, using the complaint process outlined in Section 4.0: Complaint Management and Discipline Policy, of NB ALPINE's Code of Conduct.