



## **SOCIAL MEDIA PROTOCOL & GUIDELINES - AAP CARDED ATHLETES & RCA NATIONAL TEAMS -**

Rowing Canada believes in the use of social media to improve communications between our national teams, fans of the sport, media, and our partners. Rowing Canada encourages members of national teams to use social media in a positive, responsible manner.

*To be followed by all Carded Athletes & RCA National teams in the DTE, competitions & camps.*

### **GENERAL NOTES**

- Be honest and authentic
- Stick to what you know: factual information and your knowledge/experience. Questions pertaining to Rowing Canada policies or programs should be directed to the Rowing Canada Communications Manager, CEO, or the HPD.
- Remember your audience could include anyone from potential sponsors to competitors from other countries to children who look up to you.
- Always think twice before posting something – when in doubt, don't! (or ask for a second opinion).

### **CONFIDENTIALITY**

The following information should not be disclosed on social media:

- Information discussed in team meetings including photos, videos, quotes, mottos, goals, and personal information.
- Confidential information about Rowing Canada, athletes, coaches, volunteers, or staff.
- Unnecessarily detailed information (detailed training logs, personal anecdotes, social activities, relationship or family issues or personal problems, etc.) especially about others without their permission.

### **CONDUCT**

- Always express ideas and opinions in a positive, respectful manner.
- Your primary responsibility is to the team you are on. Consider your primary role on the team (athlete, coach, staff, etc.) when deciding whether the content or timing of a post is appropriate.





**ROWING**  
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- Some examples to consider:
  - Should you be tweeting during competition or immediately post competition (if you have a poor performance)?
  - Should you be using social media in a performance-focused area?
  - Could your posting distract other team members from their primary role?
- Do not let social media become a distraction: "I have found quite a close correlation between the number of tweets at competitive times and the level of under-performance" - Sebastian Coe, two-time Olympic gold medallist.
- Respond to negative comments in a polite and respectful tone, if at all.
- Do not engage in arguments, personal attacks, or hostile communications – report negative content to the appropriate staff member.
- Maintain appropriate language. Do not curse or use profanities.
- If you disagree with or see a mistake in something posted by Rowing Canada, avoid commenting on social media. Instead, inform us through email, a phone call, or in person.
- Your personal social media account(s) are your own, but keep in mind they may be seen by the public as a reflection of your role on the national team. Ultimately you are responsible for everything you post.
- Be aware of your privacy settings on networks such as Facebook, and who can see what you post.

## **CONTENT**

- Avoid posting about controversial topics including politics, religion, or sex.
- You should not post photos of minors or vulnerable individuals / situations.
- Ensure all material posted is factually correct.
- Do not post photos that include nudity or obscenities.
- Do not follow or interact with inappropriate accounts.
- Spell and grammar check everything.
- Correct errors promptly.
- Rowing Canada does not restrict engaging with personal sponsors, however, as a representative of Canada, team members should note that additional protocol may apply when part of a larger Canadian team such as the Canadian Olympic, Paralympic or other 'Games' team.

