

## SOCIAL MEDIA POLICY

Effective date	April 1 <sup>st</sup> 2026
Archived date	-
Date last reviewed	March 10 <sup>th</sup> , 2026
Scheduled review date	November 2029
Replaces and/or amends	Social Media Policy in force as of Oct 1 <sup>st</sup> , 2021
Approved by and date	Board of Directors, March 10 <sup>th</sup> , 2026
Appendix(-ces) to this Policy	-

### Preamble

- Row Ontario is aware that Individual interaction and communication occurs frequently on social media. Row Ontario cautions Individuals that any conduct falling short of the standard of behaviour required by this *Social Media Policy* and the *Code of Conduct and Ethics* may be subject to the disciplinary sanctions identified within the *Complaints and Discipline Policy*.

### Application of this Policy

- This Policy applies to all Individuals, Row Ontario and its Clubs.

### Conduct and Behaviour

- For the avoidance of doubt, the following social media conduct may be subject to disciplinary action in accordance with the *Complaints and Discipline Policy*:
  - Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a Social Medium that is directed at an Individual, at RCA, Row Ontario, at a Member, or at other Individuals connected with RCA or Row Ontario
  - 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 RCA, Row Ontario at a Member, or at other Individuals connected with Row Ontario
  - Creating or contributing to a Facebook group, webpage, Instagram account, Twitter feed, blog, or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about RCA, Row Ontario, or a Member, their stakeholders, or their reputation
  - Inappropriate personal or sexual relationships over a Social Medium between Individuals who have a Power Imbalance in their interactions, such as between Athletes and Athlete Support Personnel, Directors and Officers, committee members and employees/volunteers, umpires, officials and Athletes, etc.
  - Any instance of cyber-bullying or cyber-harassment between one Individual and another Individual, 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 or unwelcome behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour.
  - Any instance in which a Social Medium has been a vehicle in violating confidentiality obligations related to any complaints and/or investigations.

4. All conduct and behaviour occurring on a Social Medium may be Reported pursuant to the *Complaints and Discipline Policy*.

### **Individuals' Responsibilities**

5. Individuals acknowledge that their social media activity may be viewable and viewed by anyone, including RCA, Row Ontario, or other Members or Individuals.
6. If Row Ontario 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 Row Ontario to cease this engagement.
7. When using social media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with Row Ontario.
8. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to the *Complaints and Discipline Policy*.
9. An Individual who believes that another Individual's social media activity is inappropriate or may violate the policies and procedures of Row Ontario should Report the matter in the manner outlined by the *Complaints and Discipline Policy*.

### **Privacy**

10. The collection, use and disclosure of any personal information pursuant to this Policy is subject to Row Ontario's Privacy Policy and those of its Members, as applicable.