

Triathlon Ontario Social Media Policy

Social Media Policy

Triathlon Ontario's employees, volunteers, board and members reflect a diverse set of customs, values and points of view. As representatives of Triathlon Ontario, we require all parties to exercise good judgment in their use of personal Social Media and conduct themselves in a responsible and respectful manner. For this policy, Social Media refers to publications and commentary on social networking sites such as but not limited to: Facebook, X, Instagram, YouTube, LinkedIn, Reddit and Snapchat as well as blogs.

To assist in posting content to these sites, Triathlon Ontario has developed policies and guidelines for official and personal use of Social Media. Official use refers to anyone with pre-approved permission from the organization posting on behalf of the organization, with any form of Triathlon Ontario in their user name or description. Personal use refers to posts about Triathlon Ontario through a personal, non-affiliated account of an employee, volunteer, board or member. Triathlon Ontario employees, volunteers, board and team members, are free to publish or comment via social media in accordance with this policy.

General Guidelines

1. The purpose of using Social Media channels on behalf of Triathlon Ontario is to support the organization's mission, goals, programs, efforts and events, including news, information, content and objectives. No one is permitted to post content that contains non-public information about the organization.
2. Individuals must have pre-approval from the organization in order to post on behalf of the organization. When posting on behalf of Triathlon Ontario, refrain from reporting, speculating, discussing or giving opinions on Triathlon Ontario topics or personalities that could be considered sensitive, confidential or disparaging.
3. Confidential or proprietary information that has been shared with you should not be publicized on Social Media channels.
4. As in all communications, the employees, volunteers, board and members should be consistent in their message when posting about Triathlon Ontario. Posters are not permitted to post information, photos or other representations of inappropriate behavior, or items that could be interpreted as demeaning or inflammatory. All communications will be respectful of others. This includes the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, and obscenity) but also proper consideration of privacy of objectionable topics, such as politics and religion.

5. Approved posters are encouraged to tag the accounts of players and coaches, along with images, as long as by doing so it does not release any personal information the subject does not already have on their account/handle.
6. Triathlon Ontario's social media assets are to be used for positive interaction. Please refrain from posting negative comments or criticizing anything; including athletes, officials, coaches, or organizations.
7. When posting on behalf of Triathlon Ontario, professionalism and quality must be maintained. This includes ensuring use of proper grammar, syntax, style and accuracy of information in all posts.
8. Posters will not use social media to promote goods or services not affiliated with Triathlon Ontario.
9. When material is posted on Triathlon Ontario social sites that does not follow the Social Media Policy, that material will be removed promptly or the individual who posted on an affiliated account will be asked to remove said post. It is not the intent of Triathlon Ontario to police accounts, so please, stay positive, humble and professional.

Guidelines for posting

If you see a misrepresentation of Triathlon Ontario in the media, you may point it out and report it to the Communications staff. Lively conversations are encouraged, but if you feel the values of Triathlon Ontario are being contradicted by a comment, it should be addressed immediately, with proper response and backing from the department, which it was directed at. If an error is made, correct it quickly and if you modify an earlier post make it known that you have done so. If accused of posting something incorrect, seek official response from the department, which the issue concerns, and correct immediately.

Recommendations to effectively promote across social platforms

- Share and encourage others to share published Triathlon Ontario content
- Use relevant hashtags
- Keep content fresh
- Use photos and videos as it increases interactions on posts
- Include links to website or other external posts
- Use humour when appropriate
- Talk in posts as a person, not a robot
- Respond to comments in a timely manner and in a positive fashion
- Ask questions to create discussions
- Post stories, pictures and videos
- Commenting and reposting is important but don't flood timeline
- Send messages to multiple channels (i.e. Instagram and Facebook)