

Rochester Curling Club Social Media Policy

4.3.24

Club Intentions on Social Media: At the Rochester Curling Club, our members use social media platforms to connect with prospective members, current members, alumni, and members of other curling clubs. This may include promotional materials, educational content, in-house or outside bonspiels, social events, team results, and club improvements amongst others. The tools we use to do this could include to: Facebook, Twitter, YouTube, Instagram, Snapchat, Tik-Tok, LinkedIn, Podcasts, Blogs, Vlogs, and Chat Rooms.

Regulations and Approved Content:

The Rochester Curling Club board of directors recognizes and supports its members' rights to freedom of speech, expression, and association, including the use of social networks. In this context, however, each member must remember that playing and competing for the Rochester Curling Club is a privilege, not a right. As a member, you represent the Rochester Curling club and you are expected to portray yourself, your team, and the club in a positive manner at all times. Any online postings must therefore be consistent with Federal and State laws, Rochester Curling Club and GNCC rules and policies.

Members should keep the following in mind when participating on social networking websites while using club accounts:

- o Photos, videos, and comments must create value.
 - Promoting the sport of curling
 - Celebrating our membership
 - Supporting our curling community
- o Content online that is unsportsmanlike, derogatory, demeaning or threatening toward any other individual or entity is unacceptable.
 - Examples: derogatory comments regarding another club, taunting comments aimed at a member or team at another club, and derogatory comments against the race, gender, age, religion, and/or sexual orientation.
- o No posts should depict or encourage unacceptable, violent, or illegal activities.
 - Examples: sexual harassment/assault, gambling, discrimination, fighting or vandalism.
- o Members should not speak on behalf of the organization from their own personal accounts.
- o Members should not respond to or comment on posts as the Rochester Curling Club on other accounts without careful consideration or rationale.

Safety and Privacy:

To ensure the safety of our members, the Rochester Curling Club will never post or release information that is considered private and confidential. This includes posting conversations, names, personal schedules, addresses, phone numbers, etc. without noted consent.

Commenting on Social Media:

As a member of the Rochester Curling Club, you are welcome to participate in interactions with our club online. You are expected to employ responsible behavior, and any disrespect to the club or your peers will result in disciplinary action.

Whether positive or negative, it is important for the Rochester Curling Club to respond to comments users may make on our social media posts. Responses to comments or questions asked by community members are only to be made by our Social Media Chair. Negative comments or questions should be responded to within 48 hours. The Social Media Chair is required to manage comments publicly or privately on a case-by-case basis.

We reserve the right to delete comments that:

- Are derogatory, demeaning, threatening or unsportsmanlike.
- Advocate illegal activity.
- Promote services, products, or political organizations.
- Infringe on copyrights or trademarks.
- Violate any Rochester Curling Club board policies.

Sanctions:

There is a ZERO TOLERANCE policy for social media violations and the board will take immediate action to resolve the issue. Sanctions will be imposed for violations. In accordance with the Code of Conduct, these sanctions may include, but not limited to, the following:

1. An in-person meeting with the board of directions outlining the policy and requiring that unacceptable content be removed.
2. Based on the situation, suspension and/or termination from the club and all social activities may incur. See Code of Conduct explanation below

From the Code of Conduct:

Any member not behaving in accordance with the terms of the Code of Conduct at a club event may be asked to leave the function and will not be entitled to a refund of any monies paid. Any reported breaches will be investigated and discussed by the board of directors. Should the board feel further action is required, such as a reprimand, suspension, or revocation of membership, they will report their findings to a committee of five voting members who are neither board members nor officers. Members of this committee will be appointed by the board, with the accused member having the right to reject three of the appointed members, requiring the board to find up to three replacements. The member in question will be able to defend themselves at a meeting of this committee. This committee will have the final say as to what action, if any, is taken.