



# MINDEN SKATING CLUB

 [mindenskatingclub.uplifterinc.com](http://mindenskatingclub.uplifterinc.com)  [mindensk8ingclub@gmail.com](mailto:mindensk8ingclub@gmail.com)

PO BOX 727 MINDEN, ONTARIO K0M 2K0

## Minden Skating Club- Social Media Policy

**Effective Date:** April 15, 2026  
**Review Date:** As required  
**Approved By:** Minden Skating Club Board of Directors  
**Approved Date:** April 15, 2026

### Purpose

The purpose of this Social Media Policy is to outline clear expectations for how social media is used by skaters, coaches, volunteers, employees, and members of the Minden Skating Club community. It is designed to encourage respectful and responsible online behaviour, safeguard the club's reputation, and ensure all activity aligns with applicable legal and ethical standards.

### Application

This policy applies to all social media use that is associated to the Minden Skating Club. This includes activity on official club/school accounts, personal accounts that reference or relate to the club, and any online interactions involving skaters, coaches, volunteers, or members of the community on social media platforms.

While the club respects individuals' rights to use social media in their personal lives, this policy applies whenever online behaviour may be associated with or reflect on the Minden Skating Club.

### Definition of Social Media

For the purposes of this policy, social media includes any online platform where users can create, share, or interact with content. Examples include, but are not limited to:

- Facebook
- X (formerly Twitter)
- Instagram
- TikTok
- YouTube
- Blogs, discussion forums, and digital newsletters, any other sites or services that share information with others

### Official Use

Refers to any social media activity carried out on behalf of the Minden Skating Club, including accounts that use the club's name, branding, or represent the organization in an official capacity.

## **Personal Use**

Refers to posts made from a personal account that mention or relate to the Minden Skating Club but are not officially managed by the organization. Individuals are free to engage on social media, provided their activity remains respectful and aligns with this policy.

## **Guidelines**

It is expected that all participants of the Minden Skating Club will maintain respectful, responsible, and appropriate conduct in all social media activity, including:

- Refraining from any online activity that is unlawful, unethical, or could negatively impact the club or its members.
- Not engaging in or escalating online conflicts, arguments, or personal disputes.
- Respecting individual privacy settings and personal boundaries on all platforms.
- Respect in keeping all confidential club information private, including personal details, financial matters, and internal discussions.
- Following all relevant laws and regulations, including those related to copyright, privacy protection, defamation, and discrimination.
- Presenting the Minden Skating Club in an accurate, respectful, and positive way in all online interactions.
- Ensuring permission is obtained before posting or sharing any photos, videos, or personal information involving skaters, coaches, volunteers, or other members.
- Not posting or distributing content that is harmful, offensive, discriminatory, defamatory, or otherwise unsuitable.
- Always interacting with others online in a polite, respectful, and considerate manner
- Not using the identity of the Minden Skating Club, its staff, or representatives in a false or misleading way.
- Avoiding the sharing or public discussion of sensitive or internal club information on social media platforms.

## **Official Club Accounts**

The Minden Skating Club will appoint approved & responsible individuals to oversee and manage all official social media platforms. These accounts will be actively maintained and periodically reviewed to ensure all content follows club policies and standards.

- Only authorized club representatives may reply to comments, messages, or questions received through official accounts. All responses must be professional, timely, and appropriate. Official platforms are not to be used to address sensitive, disputed, or complex matters without prior direction from the club.
- Any sponsorships, partnerships, or promotional relationships involving the Minden Skating Club must be clearly identified in related posts.
- Avoid making misleading or false statements about products, services, or organizations.

## **Personal Social Media Use**

- **Separation of Personal and Professional Accounts**  
Individuals connected with the Minden Skating Club are expected to keep their personal social media activity separate from any official club roles or accounts.
- **Representational Behaviour**  
Participants must understand that personal social media activity reflects on Minden Figure Skating Club and its reputation and exercise discretion and good judgment when posting content that may be associated with Minden Figure Skating Club.

**Reporting Concerns**

Anyone who witnesses or experiences social media behaviour that is inappropriate, unsafe, or raises concern involving skaters, coaches, volunteers, or other members, or that does not align with this policy is encouraged to bring it forward to a member of the Minden Skating Club Board of Directors in writing to email [mindensk8ingclub@gmail.com](mailto:mindensk8ingclub@gmail.com) as per the Minden Skating Club-Dispute Resolution Policy.

This policy is intended to support and align with the Minden Skating Club Code of Conduct, which promotes a safe and respectful environment where all participants are treated fairly and with dignity, and where equity, diversity, and inclusion are upheld.

Any breach of this policy may be reviewed and could result in disciplinary action as deemed appropriate by the club. This policy has been written to complement the Dispute Resolution Policy.