



Expected Athlete Behaviour and Guidelines on Social Media

All participants in Equestrian Nova Scotia's Athlete Performance Program are expected to understand and follow the Performance Program's Expected Athlete Behaviour and Guidelines on social media.

As this document is extensive, we ask that parents/guardians of a junior aged athlete review it with their child. As interaction and communication occurs frequently on social media, we caution you that any conduct falling short of this standard of behaviour and our Member *Code of Conduct* may be subject to disciplinary sanctions.

Definition of Social Media

In this document, "Social Media" refers to all electronic-mediated communication media which **include but are not limited** to texts, emails, blogs, YouTube, Facebook, Instagram, Tumblr, TikTok, Snapchat, and X, formally known as Twitter.

Conduct and Behaviour

1. All conduct and behaviour occurring on social media must comply with Equestrian NS's Member *Code of Conduct and Ethics*.
2. Equestrian NS members, including performance athletes, may not engage in the following behaviour on social media:
 - a) posting a disrespectful, hateful, harmful, disparaging, or insulting comment on a social medium.
 - b) posting a picture, altered picture, or video on a social medium that is harmful, disrespectful, insulting, embarrassing, suggestive, provocative, or otherwise deemed offensive.

- c) creating or contributing to a social media platform devoted solely or in part to promoting negative or disparaging remarks or commentary about Equestrian Nova Scotia or its stakeholders or reputation.
- d) any instance of cyber-bullying or cyber-harassment where incidents of cyber-bullying and cyber-harassment can include but are not limited to the following conduct on any social medium, texts or email: regular insults, negative comments, vexatious behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour.

Athlete and Parent/Guardian of Junior aged Athlete's Responsibilities

1. Be aware that your Social Media activity may be viewed by anyone, including Equestrian Nova Scotia.
2. If Equestrian Nova Scotia unofficially engages with an you in social media (such as by retweeting a tweet or sharing a photo on Facebook) the athlete may, at any time, ask Equestrian Nova Scotia to cease this engagement.
3. When using social media, and you must model appropriate behaviour befitting your role and status in connection with Equestrian Nova Scotia. (Performance Athlete)
4. Removing content from social media after it has been posted (either publicly or privately) does not excuse you from being subject to disciplinary sanctions.
5. An individual who believes that an athlete's social media activity is inappropriate or may violate our Code of Conduct should report the matter to Equestrian Nova Scotia

Social Media Guidelines for Athletes

The following tips should be used by Athletes to inform their own strategy for Social Media use:

- a) Set your privacy settings to restrict who can search for you and what private information other people can see.
- b) Other athletes may add or follow you on social media. You are not required to follow anyone or be social media "friends" with anyone.
- c) Avoid adding Persons in Authority to Snapchat and do not send snapchats to Persons in Authority.

- d) If you feel harassed by someone in a social medium, report it to your coach or another Person in Authority.
- e) You do not have to join a fan page on Facebook or follow an X (formally Twitter) feed or Instagram account or any other social media platform fan page/group.
- f) Content posted on a social medium, relative to your privacy settings, is considered **public**. In most cases, you should not have an expectation of privacy for any material that you post.
- g) Content posted to a social medium is almost always permanent – consider that other individuals may take screencaps/screenshots of your content (even snapchats) before you can delete them.
- h) Avoid posting pictures of, or alluding to, participation in illegal activity such as: speeding, physical assault, harassment, drinking alcohol (if underage), and smoking cannabis (if underage).
- i) Model appropriate behaviour in social media befitting your status as a) an Athlete, and b) a member of your club and its governing organizations, i.e. Equestrian NS and Equestrian Canada. As a representative of your organization, you have agreed to the *Code of Conduct and Ethics* and must follow that *Code* when you post material and interact with other people through social media.
- j) Be aware that your social media platforms may be monitored by Equestrian NS or your coach and content or behaviour demonstrated in social media may be subject to sanctions.

Athlete Acknowledgement

By signing below, I _____ have read and understand my role with respect to Equestrian Nova Scotia's Performance Program Expected Athlete Behaviour and Guidelines on social media. I further understand that any infraction may lead to disciplinary sanctions.

Athlete's signature: _____

Parent/Guardian of Jr. aged athlete's signature: _____

Date: _____

PLEASE Sign and return to Sheila at nsefprograms@sportnovascotia.ca or fax to 902-425-5606.