



## **WINNIPEG BOX LACROSSE COMMISSION SOCIAL MEDIA POLICY**

### **A. PREAMBLE**

The Winnipeg Box Lacrosse Commission (WBLC) is aware that Individual interaction and communication occurs frequently on social media. The WBLC cautions Individuals that any conduct falling short of the standard of behaviour required by the WBLC's Code of Conduct or this social media Policy may be subject to the disciplinary sanctions identified within the WBLC's Discipline and Complaints Policy.

### **B. APPLICATION**

This Policy applies to all Individuals.

### **C. CONDUCT AND BEHAVIOUR**

1. For the avoidance of doubt, the following social media conduct may be subject to disciplinary action in accordance with the Discipline and Complaints Policy:
  - i. Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an Individual, at the WBLC, or at other individuals connected with the WBLC.
  - ii. 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 the WBLC, or at other individuals connected with the WBLC
  - iii. Creating or contributing to a Facebook group, webpage, Instagram account, X (Twitter) feed, blog, story line, Snapchat, or any online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about the WBLC, its stakeholders, or its reputation
  - iv. Inappropriate personal or sexual relationships over a social medium between Individuals who have a Power Imbalance in their interactions, such as between athletes and coaches, directors or officers, committee members and staff, officials, etc.
  - v. 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.
2. All conduct and behaviour occurring on social media may be Reported pursuant to the WBLC's Discipline and Complaints Policy.

### **INDIVIDUALS RESPONSIBILITIES**

1. Individuals acknowledge that their social media activity may be viewed by anyone, including the WBLC and other Individuals.

2. If the WBLC unofficially engages with an Individual in social media (such as by re-posting a tweet or sharing a photo on Facebook) the Individual may, at any time, ask the WBLC to cease this engagement.
3. When using social media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with the WBLC.
4. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to the WBLC's Discipline and Complaints Policy.
5. An individual who believes that an Individual's social media activity is inappropriate or may violate the WBLC's policies and procedures should report the matter to the WBLC in the manner outlined by the WBLC's Discipline and Complaints Policy.

#### **D. AUTHORIZED SOCIAL MEDIA ACCOUNTS**

Only WBLC officials and approved personnel may create and manage social media accounts on behalf of WBLC teams, programs, or the Association itself. This includes team, program, or Association pages on platforms such as Facebook, X (Twitter), Instagram, and others. Accounts for clubs under the WBLC must have approval and oversight from club administration.

#### **E. PRIVACY**

The collection, use and disclosure of any personal information pursuant to this Policy shall be in accordance with any applicable privacy policies and practices of the WBLC.

Approved: January 28, 2026