

# Social Media Policy for CSPA Staff & Association Members

## 1. Objectives

1.1 To clarify the appropriate standards, responsibilities and conduct of association members, employees and the Board of Directors when communicating via Social Media Outlets.

1.2 Lead by example creating an inclusive environment, encouraging professional discussion on breed topics.

1.3 Ensure The Canadian Speckle Park Association and all stakeholders are represented in a manner conducive with the philosophy of mutual respect and

## 2. Conduct of Members Utilizing or Participating in Online Social Media

2.1 Must not make statements that blemish the reputation of CSPA.

2.2 Must not disclose confidential or proprietary information in public domains unless authorized to do so.

2.3 Must not make unsavoury or defamatory comments about other members, board of directors or the CSPA.

2.4 Must not distribute personal information belonging to other members or CSPA in a public domain.

2.5 Must have board approval to act on behalf of the Association through a public domain.

## 3. Scope

3.1 The Social media policy must be followed when participating in any personal or business social media platform relating to CSPA, The Board or its Members.

3.2 Forms of Social Media Outlets: Social Network Sites, Blogging, Video or Photography Sharing Platforms & Forums.

## 4. Tone & Language of Social Media Participants

4.1 Participants must not make, participate or encourage any posts that:

1. Are Unlawful
2. Are Defamatory
3. Are Obscene
4. Are Sexually Explicit
5. Are Abusive
6. Contains vulgar or inappropriate language
7. Violate the privacy of others
8. Degrade others on the basis of gender, race, ethnicity, national origin, religion, sexual orientation or disability
9. Are a personal attack on others or which are deemed by the moderators to be reasonably likely to incite others to violate rules or guidelines
10. Are disruptive or off-topic and irrelevant
11. Solicit donations without authorisation by the Board of CSPA
12. Contain materials subject to copyright
13. Include link-baiting; or
14. Are spamming in nature

## 5. Breach of Policy

5.1 Members who act in a manner contrary to CSPA Social Media Policy will be subject to the following disciplinary structure:

1. Written Warning
2. Second Offence within 12 month period: Suspended from CSPA Social Media Accounts for 1 year
3. Third Offence within 12 month period: Board review for suspension of privileges related to CSPA Membership