



Context

1. Swimming New Brunswick (SNB) seeks to promote the responsible use of social networks by our employees, representatives, athletes and their families. To do so, we must manage the use of social network accounts and the creation of content by our employees, administrators and volunteers, who may be adults or not.

Principles

1. SNB's online presence and social networks shall not be used in any way to promote or disseminate images or information that are pornographic, humiliating, degrading, racist, sexist, hateful, political, religious, defamatory or otherwise inconsistent with the values of our organization.
2. SNB establishes a presence on appropriate platforms to promote our sport and the activities of our athletes. Since SNB recognizes the importance of social networks for our athletes and wishes to empower them in the management of these platforms, SNB will establish a presence on the appropriate platforms to promote our sport and the activities of our athletes.
3. The SNB CEO and the Chair of the SNB Outreach Committee are responsible for the implementation of this policy. They are authorized to modify or delete any image or information published on SNB accounts and may revoke the authorizations of any persons already authorized to publish on SNB accounts.
3. SNB shall establish an Outreach Committee to promote swimming in NB and to manage and maintain our online presence. This committee shall be comprised of adults and minor swimmers in order to represent the diversity of clubs and athletes in NB, particularly with respect to both official languages.
4. The Outreach Committee establishes a list of "editors" - people who are authorized to publish images and information about our accounts. All editors must have attended appropriate training (as determined by the committee) and have signed the Code of Conduct. The CEO and the Chair of the Outreach Committee may withdraw authorization at any time.
5. The Outreach Committee may organize contests or other activities to generate material for broadcast and for publication on SNB accounts. SNB may establish a budget to enable the Outreach Committee to pursue its mandate.
6. Publications by the Director-General and on behalf of the Outreach Committee shall comply with the language policy of SNB. Publications made by journalists may be in English or French, although SNB encourages bilingualism.
7. Any minor (under 18 years of age) who wishes to participate in the Outreach Committee or as an editor must be authorized by a parent/guardian and the president of his/her swim club.
8. SNB shall establish a database to allow athletes or their parents/guardians to indicate that their photos will not be posted on social networks. A notice to this effect should be posted at each event and included in the meet templates.