

WWCFL Social Media Policy (as of February 27, 2022)

The Western Women Canadian Football League (WWCFL) encourages the appropriate use of social media by all persons bound by these guidelines to engage with fans, promote the sport of football, the WWCFL and its teams and athletes. The WWCFL acknowledges that social media is a broad and instant form of communication that is constantly evolving and treats all social media content, whether written, photographic, video or audio as public comment which is accessible to all. This includes, sharing, liking, retweeting, favouriting, etc. content posted by others.

Social media online tools used to share content and profiles, such as personal web pages, message boards, networks, communities, and social networking websites including, but not limited to, Facebook, Google+, Twitter, LinkedIn, Reddit, Pinterest, Instagram, Glassdoor, Snapchat, TikTok and web blogs. The lack of explicit reference to a specific site or type of social media does not limit the application of these guidelines.

In addition to ensuring that the uses of social media do not create any liabilities, these guidelines are intended to ensure all persons who are bound by these guidelines understand the types of egregious conduct that are prohibited.

1. **Reputation:** The challenge for all person bound by these guidelines is to promote football in general and the WWCFL, its teams and players in particular, including through the use of social media, enhancing the credibility that has been developed since the league's inception in 2011.
2. **Privacy:** It is acceptable to talk about your team/conference/league/players and have a dialogue with the community, but it is not acceptable to share or publish confidential, private or personal information about the league or any of its members, including players, team staff or board and executive members.
3. **Content:** The WWCFL treats all written, photographic, video or audio social media postings, blogs, comments, shares, retweets, etc. as public comment. As a result, all persons bound by these guidelines should not comment or respond to a comment in a way that may be construed as negative or may be considered derogatory toward others, or put themselves in a situation or position where they may harm their reputation, the reputation of their teammates, the WWCFL or its member. Contravention may lead to disciplinary measures up to and including removal from the WWCFL.
4. **Education:** The WWCFL actively educates persons bound by these guidelines on the best practice use of social media and encourages positive communication via social media.
5. **Liability:** When persons bound by these guidelines choose to go public with any comments or material in any way, including on social media, they are solely responsible for such comments and materials. Individuals should be aware that they can be held personally liable for any comments and material that may be deemed defamatory, obscene or proprietary. In essence, persons bound by these guidelines post comments and materials at their own risk.
6. **Representation:** Unless authorized to do so, persons bound by these guidelines should not position themselves as an authority or representative of an issue related to their team or the WWCFL.

7. **Monitoring:** The WWCFL will monitor online content which could have an impact on the league, its conferences, teams, individuals within those teams, as well as sponsors and stakeholders.
8. **Infringements:** With the goal of education persons bound by these guidelines about the appropriate use of social media, the WWCFL endeavours to work with members on the appropriate use of social media. The WWCFL reserves the right to take any other appropriate measures with respect to infringements of these guidelines, including issuing a notice to remove content, imposing other sanctions up to and including removal from the league and/or taking legal action for damages.
9. **Amendment/Interpretation:** The WWCFL reserves the right to amend these guidelines as it deems appropriate. The WWCFL Executive and Board shall be the final authority with respect to the interpretation and implementation of these guidelines.
10. **Timeline:** Persons bound by these guidelines are beholden to these guidelines even outside of the WWCFL season.
11. **Persons bound by these guidelines:** Persons bound by these guidelines include players, coaches, administrators, team staff, and both WWCFL Executive and Board members.

As the technologies, access and tools for social media continue to expand, the rules for and laws governing social media will also evolve. **A good rule of thumb for all users to follow when participating in social media, as well as when using other forms of communications is: Think before you post about what you are about to post and who might see it. There should be no expectation of privacy when participating in social media. Who you are in person, should be who you represent on a social media platform.**