

Social Media Policy

As a part of the Canadian Minifootball Federation's risk management process, the Federation has established a social media and E-Mail policy which reflects the needs of all users.

The Canadian Minifootball Federation recognizes the importance of social media as a tool for engaging its supporter base. This policy is designed to protect the interests and reputation of the CMF and its Directors by ensuring Directors, administrators, technical, coaching staff and players are equipped with the requisite knowledge and skills to appropriately use social media.

The Canadian Minifootball Federation Media Policy includes, but is not limited to, the use of Twitter, Instagram, Facebook, LinkedIn, YouTube, blogs, websites and any other public online forum. This policy applies to full time staff, part time staff, casual staff, directors, contractors and volunteers.

The Federation is not seeking to restrict your use of social media but to create clear lines between private and Federation material and set guidelines where material relates to the Federation.

General Guidelines

- Only authorized people may speak on behalf of the Canadian Minifootball Federation. These persons include the CMF President, Vice President and, on applicable occasions, the Technical Director and General Secretary through the expressed permission of the CMF President. Staff that wish to express or transmit Club material need to seek approval through the CMF President.
- Those who wish to express any reference in relation to the Canadian Minifootball Federation must also have their social media accounts authorized by the Federation's President.
- The use of Canadian Minifootball Federation E-Mail accounts shall be used for the dissemination of information between paid staff (full-time, part-time or contracted) and others within the organization. There shall be no use of CMF E-Mail for personal use.

Specific guidelines for authorized users

- Federation Information must be released through the Canadian Minifootball Federation's official social media accounts before others can publish such information through their individual accounts.
- Social Media should not be used for the posting or exchanging information that has the potential to embarrass or bring the Canadian Minifootball Federation or its related parties into disrepute.
- Social Media should not be used for communicating confidential or competitively/commercially sensitive information without express permission of the Canadian Minifootball Federation.
- Social Media should not be used for the posting of photos of Canadian Minifootball Federation events or individuals (including Directors) without the permission of the Canadian Minifootball Federation.
- When using social media and where possible, identify yourself and state that any opinions are yours and do not represent those of the Canadian Minifootball Federation.
- CMF has the right to access any data lists accumulate whilst working at the Canadian Minifootball Federation.

General Advice

- Use common sense and good judgment - your statements could have an impact on you and the Canadian Minifootball Federation's reputation. Remember that what you post or publish will become public information.
- If you would not say something to a member of the media, do not publish it on any form of social media.
- You are accountable for your actions and what you communicate via social media.
- Directors, administrators and technical department staff and coaches who are unsure whether or not they are authorized to publish opinions or views of the Canadian Minifootball Federation should contact the President.

Please Note

- The policy will be updated and reviewed regularly as new technology and platforms emerge.

- As part of the induction process, staff can request assistance in setting up social media so that appropriate levels of privacy are activated.

Non-compliance

The Canadian Minifootball Federation will continue to monitor the use of its information technology system to ensure compliance with this policy. Anyone who fails to comply with this policy may be the subject of disciplinary action including termination as an employee or Member. It is the expectation of CMF that employees, contractors and volunteers will promptly advise the CMF President, Vice President or any other Director, as appropriate and applicable, of any facts or circumstances which may suggest a breach of the policy. This may include taking prompt action to remove the offending material if possible. Volunteers should also be aware that the inappropriate or unlawful use of social media may expose the volunteer to personal legal liability.

CMF will not be held liable for the acts and omissions of volunteers in breach of this policy. In circumstances where a volunteer fails to comply with this policy, he or she may be asked to discontinue their association with the Canadian Minifootball Federation.