



PICKLEBALL
SASKATCHEWAN INC.

PICKLEBALL SASKATCHEWAN INC – SOCIAL MEDIA POLICY

1. POLICY STATEMENT

Pickleball Saskatchewan Incorporated (PSI) protects itself and the pickleball community it serves against discriminatory, inaccurate, defamatory, derogatory, and/or otherwise inappropriate online statements or pictures or discriminatory language that have the potential to inflict damage to PSI as an organization, the Pickleball community or to any individual associated with PSI.

2. CONTEXT/BACKGROUND

PSI leverages social media as a platform to connect with, engage and grow the

Pickleball community in Saskatchewan, the sport of Pickleball in Saskatchewan and the profile of Saskatchewan Pickleball nationally and globally.

PSI recognizes that social media and PSI channels specifically will be used as a forum for the Pickleball community to connect with peers, share thoughts and ideas, discuss topical issues and ask engaging questions. PSI reserves the right to manage and limit communications which are discriminatory, misleading, defamatory, or disparaging, including limiting access to PSI channels and forums to specific users.

3. DEFINITIONS

“Case Manager” – The person(s) appointed by PSI to oversee management and administration of complaints, as applicable. The Case Manager may also receive complaints.

“Channels” – an individual social media network that can be used for communication,



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interaction, content-sharing and collaboration. Examples include blogs, pod-casts, LinkedIn, and Pinterest.

“Discrimination” - an action or a decision that negatively impacts a person or a group for reasons such as their race, age, religion, sexual orientation or disability by imposing extra burdens or denying benefits either intentionally or unintentionally. For example, requiring team try-outs on a Saturday, a day of Sabbath for some people who can not play sports on that day, or requiring a person to identify as either male or female on an application form when the person does not exclusively identify as either.

“Discriminatory language” – use of language or terms that offend, demean, exclude or stereotype individuals. Examples include use of discriminatory terms such as “mentally retarded” or “crippled” which are generally found offensive by people with disabilities or using the term “chairman” to refer to both men and women.

“Social media” –websites and computer programs that allow people to communicate and share information on the internet, including, but not limited to blogs, YouTube, Facebook, Instagram, Tumblr, Snapchat, and Twitter.

4. APPLICATION

Applies to PSI members, affiliated clubs, athletes, officials, staff, contractors, volunteers and Board members and any others who choose to engage with PSI through social media.

5. COMING INTO FORCE

February 1st, 2023



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6. SOCIAL MEDIA CONDUCT IN VIOLATION OF PSI CODE OF CONDUCT

In accordance with Pickleball Saskatchewan's [Code of Conduct Policy](#), the following social media conduct may be considered minor or major infractions at the discretion of the PSI:

- a) Posting a disrespectful, discriminatory, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an individual, at Pickleball Saskatchewan, other individuals connected with Pickleball Saskatchewan or the Pickleball community.
- b) 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 PSI, at other individuals connected with PSI or the Pickleball community.
- c) Creating or contributing to a Facebook group, webpage, Instagram account, Twitter feed, blog, online forum or other social media devoted solely or in part to promoting negative or disparaging remarks or commentary about PSI, its stakeholders, or its reputation.
- d) The use of social media to engage in inappropriate personal or sexual relationships between individuals who have a power imbalance in their interactions, such as between athletes and coaches, Directors and staff, officials and athletes, etc. (e.g., a coach using social media to encourage a young athlete to share photos with him/her).
- e) Any instance of cyber-bullying or cyber-harassment between one individual and another (including a teammate, coach, opponent, volunteer, or official), 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.

7. PRIVACY

PSI in compliance with its Privacy Policy obtains written consent prior to posting an image or personal information about an individual on social media.



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8. ROLES/RESPONSIBILITIES

Individuals acknowledge that their social media activity may be viewed by anyone, including PSI and the individual's local Pickleball associations.

Individuals who choose to communicate, engage and interact with members of the Pickleball community, including other individual users, PSI volunteers and staff over PSI properties or in a forum managed by PSI including online and offline events understand that their use of social media must fall within the interactions deemed appropriate by PSI as outlined under this policy and Pickleball Saskatchewan's Code of Conduct Policy. Users agree to engage with the Pickleball community in a way that is not in breach of its policies.

Removing content from social media after it has been posted (either publicly or privately) does not excuse the individual from being subject to the Pickleball Saskatchewan's [Complaints and Discipline Policy](#).

If Pickleball Saskatchewan unofficially engages with an individual in social media (such as by retweeting a tweet or sharing a photo on Facebook) PSI shall cease engagement if requested by the individual involved.

Pickleball Saskatchewan acknowledges that it is responsible for monitoring and moderating its channels to protect users from inappropriate communications and engagement as defined under this policy.

9. IMPLEMENTATION

Pickleball Saskatchewan is responsible for communicating this policy to its members, including any changes to the policy as they arise and for responding to any complaints arising from this policy.

A person who believes that an individual's social media activity is inappropriate or may violate



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Pickleball Saskatchewan's policies and procedures should report the matter to Pickleball Saskatchewan in the manner outlined by Pickleball Saskatchewan's Complaints and Discipline Policy. Upon receipt of a complaint, Pickleball Saskatchewan will respond to complaints in accordance with the [Complaints and Discipline Policy](#).

10. ENDORSEMENTS/ ADVERTISING REQUESTS

PSI serves as a governing body for the sport of pickleball in Saskatchewan. To uphold the value and integrity of PSI as it works to fulfill this role, the PSI Board of Directors has developed criteria and operational procedures to ensure that all activities and materials associated with PSI are of the highest quality. This section outlines PSI standards for endorsement and the procedure that PSI will follow to review and approve endorsement requests.

"Endorsement" is defined as the use of the PSI's social media channels by a third to advertise or promote an interest not originating with PSI.

PSI will provide endorsement to third parties that support the mission of PSI, are consistent with PSI's organizational values. All requests will be vetted by the "Endorsement Matrix" listed below:

1. Does this product or event bring value to our membership?
2. Does this product or event provide any members a competitive advantage over others?
3. Is the request being made by an affiliated club or member of PSI or PCO? If not, has the entity provided financial or in-kind support of an affiliated club?
4. Does this product or event align with all PSI bylaws and policies?
5. Does this event or product promote pickleball and its community?

Requests from individuals and other organizations will be considered on a case-by-case basis but any request must align positively with these five criteria. Any request will be reviewed by the Governance



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and Nominating Committee and if granted the item to be endorsed will be provided to the Communication Committee for final review and posting.

PSI reserves the right to decline any request for endorsement, at its discretion, without explanation.

11. RESULTS

Pickleball Saskatchewan increases its engagement with and among its members and the broader Pickleball community and grows the sport of Pickleball in Saskatchewan through its use of social media. Pickleball Saskatchewan protects itself, its members and the Pickleball community from inappropriate and harmful engagements on social media.

Complaints relating to inappropriate, defamatory or otherwise inappropriate online messages or pictures posted on social media are responded to in a fair and expeditious manner.