



Niagara on the Lake Minor Lacrosse Social Media Policy	
Effective Date: May 13, 2024	Approved By: Board of Directors
Review Date: May 13, 2026	Revision: 0

1. Purpose:

Niagara on the Lake Minor Lacrosse (NOTL Lacrosse) understands that social media is a prominent platform for the communication and posting of content on the Internet. The purpose of this policy is to create boundaries and standards for the club and teams social media use.

In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

2. Definitions:

The following terms have these meanings in this Policy:

- “Social media”- Content created and distributed primarily using the internet and mobile based tools designed for sharing and discussing information. Using such tools as, but not limited to, Facebook, Twitter, Instagram, Youtube and blogs.
- “Members”- Members include, but are not limited to, parents, committee members, directors, athletes, coaches, officials, associates and volunteers.
- “OLA” – Ontario Lacrosse Association
- “Board” - Niagara-on-the-Lake Minor Lacrosse Board of Directors

3. Policy:

NOTL Lacrosse encourages the use of social media by its members and teams to enhance effective communication, build the NOTL Lacrosse brand and engage the community in a positive method that reflects the values and goals of the association.

Members shall abide by OLA Code of Conduct policy and all other NOTL Lacrosse and OLA related policies.

NOTL Lacrosse reserves the right to post information/pictures of athletes and competitions for the purpose of building the NOTL Lacrosse brand. This Policy applies to all members, volunteers and parents.

4. General Social Media Responsibilities for all Members, Volunteers and Parents:

- Not use social media for the purpose of fraud or any other activity that contravenes the laws of Canada or the OLA Code of Conduct policy.
- Not impersonate any other person or misrepresent their identity, role, or position with NOTL Lacrosse or the OLA.
- Not upload, post, email or otherwise transmit:
 - Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive of privacy or otherwise objectionable. As the players

in the club are under the age of 18, you must refrain from using any explicit words or phrases in any social media content.

- Any material that infringes on the patent, trademark, trade secrets, copyright or other proprietary right of any other party.
- Any material that is considered confidential information or intellectual property as per NOTL Lacrosse or OLA policies.
- Any content that promotes or advertises business, products or items where said business, product or item has not sponsored or provided in-kind donation to NOTL Lacrosse or the OLA

5. Using social media in an official capacity:

You must be authorised by Niagara Lacrosse before engaging in social media as a representative of the club.

To become an authorized representative of Niagara Lacrosse in an official capacity on social media, you must have written permission by a representative of the Niagara Lacrosse Board of Directors. Once permission is granted, all relevant passwords must be shared with the Board. These passwords will be periodically checked to confirm accuracy.

As a part of the Niagara Lacrosse community you are an extension of the brand. Therefore, it is important that you represent both yourself and Niagara Lacrosse appropriately online at all times.

6. Guidelines for Athletes, Parents, Coaches, Volunteers and Teams:

The following guidelines should be considered by athletes in forming their strategy for social media use:

- Set your privacy settings to restrict who can search you and what private information other people have access to.
- Coaches, teammates, officials and/or opposing competitors may add you to a social media application. You are not required to follow anyone or be friends with anyone on any social media application.
- If you feel harassed by someone on any social medium, report it to your coach, club or to NOTL Lacrosse.
- Do not feel pressured to join a fan page on any social media application.
- Content posted on your social media platforms, relative to your privacy settings, is considered public. In most cases, you do not have a reasonable expectation of privacy for any material that you post or share.
- Do not post pictures of, or alluding to, participation in any illegal activity.
- Model appropriate behaviour in social media befitting your status as:
 - a) an athlete, and
 - b) a member of your team and of NOTL Lacrosse
- As a member of NOTL Lacrosse, you have agreed to adhere to the OLA Code of Conduct policy and must follow that agreement when posting material and/or interacting with others on various social media platforms.
- Be aware that any of your social media posts may be monitored by NOTL Lacrosse, OLA, or Coach and content or behavior demonstrated on social media may be subject to sanction under the OLA Disciplinary Committee.
- Always use social media in a professional and positive manner.

7. Branding and intellectual property:

You must not alter the official Niagara Lacrosse logos, slogans or imagery without the written permission of the club.

Official club colours are as follows and must be used for all blue, white and black fonts/backgrounds.

- Blue: #29166F
- Black: #000000
- White: #FFFFFF

8. Reporting a breach:

If you notice inappropriate or unlawful content online relating to Niagara Lacrosse or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to a member of the Board of Directors.

9. Enforcement Policy

Social media violations while representing oneself as an official member of the Niagara Lacrosse organization may lead to termination of approval to act as an official representative of the club.

Revision Date	Changes Made