



Social Media Policy

Policy Statement & Purpose

Kingston Tennis Club (KTC) supports the appropriate use of computers, technology and social media. This policy outlines the terms for the appropriate use of social media accounts related to any club activities, members or anything related to the organization. This policy provides for the necessary guidance and awareness of the responsibility to:

- Maintain a positive image of the organization.
- Protect member, visitor and camper privacy and safety (especially minors).
- Keep club spaces welcoming and respectful.
- Ensure KTC communications are consistent and accurate.

Scope & Definitions

This policy applies to all employees of the Kingston Tennis Club (KTC) as well as to all directors, officers, consultants, volunteers, club pro, coaches, athletes, campers, officials and members associated with specific KTC activities.

Social media refers to the use of online platforms that allow users to share information and connect with communities. It encompasses various internet-based tools that enable KTC to create and engage in online communities, share content, and communicate with members and the public. This interaction fosters awareness and builds a sense of community around KTC. Examples include but are not limited to: Facebook, LinkedIn, Twitter, Instagram, etc.

Official KTC channels are any accounts/pages/groups representing KTC that are created or managed by the club.

Club-related content includes photos, videos, posts, comments, direct messages (DMs), and group-chat messages involving:

- KTC courts, facilities, staff, coaches, volunteers
- KTC events, ladders, leagues, teams, tournaments, clinics
- KTC members or guests while at KTC functions

Posting Authority

Only designated KTC administrators (Board-approved) may create, post through or manage official KTC accounts and are responsible for social media content related to KTC.

It is understood that social media is a medium to exchange information such as official updates (tournaments, events, programs, weather closures, court availability changes, event cancellations, policy changes). As such, administrators will be held accountable to the Board, for what is written, portrayed or displayed on social media.

Administrators will be confirmed and approved at the beginning of each year and credentials for all social media accounts will be updated each year. Administrators should consist of 3 individuals – President, Chair of the Communications Committee and Club Manager (on an emergency basis).

Members may share/reshare official posts but should not present personal posts as official KTC content.



KINGSTON TENNIS CLUB (KTC)

KTC Staff/Coaches/Volunteers represent the club and should:

- Maintain professional boundaries online.
- Use approved club channels for all communications (as applicable).
- For official accounts, follow this policy and any club branding/privacy guidelines.

KTC Club Pro should:

- Identify their affiliation with KTC as Club Pro in postings where applicable and beneficial to KTC.

Where a staff member publicly associates with KTC all materials associated with their social media outlet may reflect on KTC. The terms of this policy apply.

Branding Guidelines & Content Standards/Restrictions – Social Media

Unacceptable content:

- Any comments and/or behaviour that is deemed to constitute discrimination, harassment, sexual harassment, or workplace violence as outlined in *KTC Abuse & Harassment Policy*.
- Inappropriate comments or displays, disrespectful conduct about or towards the club, an employee, client, or someone affiliated with the club.
- Any other comments, displays or behaviours that would reflect, or ought to reasonably have known to reflect, negatively on the club, an employee, member or someone affiliated with the club.
- Doxxing or sharing any private information (phone numbers, addresses, personal details)
- A member must not speak on behalf or represent KTC in any way, release or disclose internal, confidential, or proprietary information of any kind, without express written authorization from KTC and communications should be done through authorized KTC social media accounts
- KTC logos, club name and branded materials being used on behalf of KTC should only be used for club-approved communication.
- Impersonation or fake accounts involving KTC members/staff.

Expected:

- Be respectful and constructive.
- Assume good intent and ask questions offline if needed.
- Members may tag/mention KTC in positive posts, but should avoid implying endorsement of unrelated products/services.
- Use official channels for concerns (Moderation of Official Channels below).

Privacy, Consent & Photos/Videos

General guidance:

- If posting content where individuals are clearly identifiable, **ask permission first**.
- If someone requests removal of content of them (or their child), **please do so promptly**.



KINGSTON TENNIS CLUB (KTC)

- Personal on court recording for is acceptable **only** if it does not capture others without their consent and should be avoided if there are persons under the age of 18 in attendance.
- Recording content that includes other players, coaches, or bystanders should be done only with express permission.

KTC website privacy statement

Picture Use Consent: From time-to-time images of activities at the club are created. These images may or may not include images of your family, and they may sometimes be used for promotional purposes (in print advertising, on our website, etc.) or by members of the media when reporting on KTC events. By checking Yes, I agree that I am signing a release giving Kingston Tennis Club permission to use all pictures & electronic images taken of me or my family members at the Club, for publication as determined by the Club. I agree that I have no rights to the pictures or electronic images or content that the pictures or electronic images become part of, and all the rights to the photography and content belong to the Club or to the relevant members of the media. I verify that I am at least 18 years of age and have the full legal capacity to execute this release.

Regarding content including persons under 18 (please note!):

- Extra caution should be taken for programming content involving any person under the age of 18
- Never post identifying information (full name, age, schedule, location)
- Avoid tagging anyone under 18 or posting individual picture close-ups without parent/guardian consent.

Member Group Chats & Private Groups

WhatsApp/Facebook groups can be fun, but caution should be exercised:

- Treat group chats as an extension of the club community.
- Do not use group chats to criticize or campaign against individuals.
- Do not share screenshots of conversations outside of a chat without consent (unless in relation to a report of a serious issue).
- Chat administrators may/should remove members from groups if conduct becomes disrespectful or disruptive

Complaints, Feedback, and Disputes

KTC supports constructive feedback however social media is not the place for disputes. Please do not post complaints about:

- Membership decisions, discipline or governance.
- Staff/coaching concerns.
- Court allocation, league disputes, line calls or conflicts between members.

Use the club's official contact method (email/form) or speak directly to a Board member or staff lead.



KINGSTON TENNIS CLUB (KTC)

ROLES & RESPONSIBILITIES

Moderation of Official Channels

KTC administrators may moderate comments and posts on official pages/groups and may remove content that includes:

- Harassment, hate/discrimination, profanity, threats.
- Personal or private information.
- Spam, misinformation, or unrelated advertising.
- Targeted complaints or private disputes.

Repeat violations may result in being muted/removed/blocked from official groups.

Reporting & Safety

If you view concerning behaviour towards or involving the club community:

- Don't escalate publicly.
- Screenshot/save relevant content.
- Report to the appropriate club contact (Manager/Board email) or a Board member.

If there is an immediate safety concern, contact emergency services.

Consequences

Conduct that violates this policy and impacts the club community may result in action, including:

- Warning and request to remove content.
- Removal from club groups/chats.
- Suspension of membership privileges (as per bylaws/disciplinary process).
- Further action consistent with KTC governance policies and bylaws.