

We recognize the vital importance of participating in online conversations and are committed to ensuring that we participate in online social media the right way.

**The Social Media Guidelines have been developed to help empower you to participate in this connected world and represent our Association by sharing the vision and mission of our organization and the story of our historic game.**

This presentation is to help people do that without running afoul of the law or CLA/ALA policies

The vision that serves as the basis to all our initiatives is guided by certain shared values that we live by as an organization and as individuals:

**H**EALTH

**E**XCELLENCE

**A**CCOUNTABILITY

**R**ESPECT

**T**EAMWORK

**+ Participation & Inclusion**

# *Have fun, but be smart*

The best advice is to approach online worlds in the same way we do the physical one -- by using

*sound judgment and common sense*



# *Social Media*





# *Positive Image of Lacrosse*

How you think your message will be received is not necessarily how it will be!

And what people may think of you may surprise you !

# **Offensive or Obscene Material**

Material may be offensive or obscene and may infringe relevant online classification laws if it pornographic, sexually suggestive, harassing, hateful, racist, sexist, abusive or discriminatory.

# Harassment and Bullying

The ALA's *Harassment Policy* applies online and in the physical workplace. Workplace bullying and harassment includes any bullying or harassing comments employees make online, even on their own private social networks or out of office hours.

# Harassment and Bullying





# Examples:

1. Rumour has it a very influential person will run for President of the RMLL.

what is an rml. Never understood it never will.

Rural Municipality of Lock Loman?

who's there president. Wouldn't know him even if I stepped over him.

william mountie or something to that effect. A genuine corporate governance type.

sounds like a tool or a movie.

probably a movie starring Heath Ledger.

that movie reminded me of taller Cranston and Wendell Clark.

two great Canadians

two great Canadians. One pushed, one received

2. Up early for some kangaroo court #manncup

**Kangaroo court** – a mock court set up in violation of established legal procedure  
– a court characterized by dishonesty and incompetence

3. Not sure who I cant stand more right now Joey Harris [#cla](#) or Gary Bettman [#nhl](#) both are trying to screw up our national games
4. Yup ran into god in black jersey 9 games Ina nd he's the one that says no go

Jesus lives he's wearing a black jersey

Ok upon further review I'm rescinding my boycott of arrogant ref to get rid of #arrogantref\*\*\*\*\* straight up idiot

5. #CLA no friend to actual lacrosse sport, doing their best to mess up game and people involved

It would seem that they don't care or they are too cowardly to stand up to the manufacturer that they took sponsor money from to endorse these death traps. We need to get a stronger voice going. To Joey Harris

Check out OYNY and Gait Websites and then pay us back #arrogantref

## COMMENTS

[REDACTED] 2d  
Well I did not expect [REDACTED] to find  
my vine account.. This is now awkward  
#scary [REDACTED]

[REDACTED] 2d  
Omg too funny !! She fucking cray

[REDACTED] 2d  
[REDACTED] I am freaking out... She  
found my fucking vine!! #sowerid

[REDACTED] 2d  
hahahahahahah so awk.

[REDACTED] 2d  
Fucking lesbian stalker!!!

[REDACTED] 2d  
I just choked laughing so hard hahhha

a comment...

Send

# Privacy

## **confidentiality and information security**

You should **not** publish or report on conversations or information that is deemed confidential or classified or deals with matters that are internal in nature

**When in doubt – DON'T!    Seek Permission !**

Actually Minto talks off the rails again w/CLA all is up in the air again!

Have not heard from Ont silence not golden we HAVE to get back to 2 team show down CLA plans do not work

Looking for supportive news out of the Ont Jr meeting today. Time to blow up The minto agmt and go back to the future

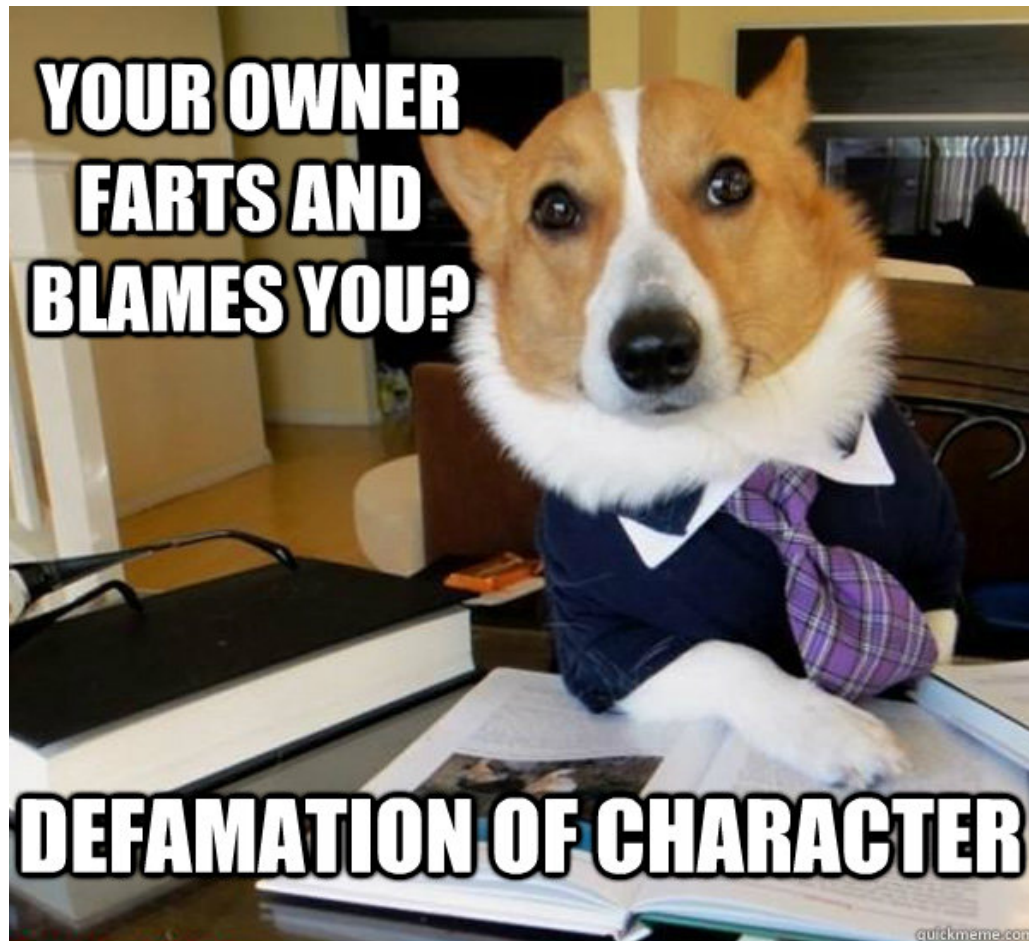
CLA pres says no public talkin about Minto negotiations, really, he forgets We live in a democracy. Great leadership

# Defamation

You should refrain from publishing material that may cause injury to another person, organization, association or company's reputation, and should seek further guidance if publication of such material is thought to be necessary.

In other words, **LEGAL** advice!

# *Defamation* 🐾





# What can you get SUED for ?

You can be sued for any remarks which harm the reputation of another person.

Exceptional care must be taken when the comments cast doubt on the integrity of the person or suggest criminal misconduct.

If you make comments in a situation where you are expected to express opinions (eg: Board meeting, discipline hearing) you may be protected even if the comments are defamatory and untrue but not if your motive is malicious or if the limits of your duty have been exceeded.

If you are expressing an opinion or making a statement in the context of, for example, a lacrosse newsletter you might be protected by the defence of fair comment but your words have to be an honest expression of your real view and they have to be objectively fair and cannot be malicious.

If you are sued, in defamation, and you are not protected by one of these principles then you will need to prove what you said is true.

Sometimes people think they can say things that are vague or obscure but that is called defamation by innuendo and you will be liable for it if it suggests something derogatory.

# Examples to Discuss

1. ( what grown man refers to himself as Joey), fashion statement, your sphincter is not a turtleneck, get your head out of your ass and listen to the players, you remember the players? The ones you are supposedly protecting. Te product was never tested in the field of play addmitted by the CSA's own standard testing in your memo. they are fitted properly they are designed poorly. Give **back the graff money** you took and make this right. Protect the players that secure you a job...or maybe its time for YOU to GO Joey
2. It would seem that they don't caare or they are too cowardly to stand up to the manufacturer that they took sponsor oney fron to endorse these death traps. We need to get a stronger voice going. To Joey Harris
3. Up early for some kangaroo court #manncup

# **Freedom of Speech and the Charter of Rights and Freedoms**

The Charter does not apply to private organizations so there cannot be a Charter attack on our Codes of Conduct.

Freedom of speech is not the freedom to say whatever you want no matter how harmful it is and is limited by the law and Codes of Conduct.

# Conclusion

When you are thinking of publishing something on Social Media

**Ask yourself this Question:**

**“Is this going to help grow the game?”**