



Website, Blogging, Social Media and Email Policy

Why This Policy is Necessary

Canoe Kayak Ontario (CKO) understands that its employees and volunteers enjoy sharing their knowledge and enthusiasm for the sport of paddling online and the CKO encourages these activities. However, the CKO also has an obligation to protect the privacy, security and image of the organization including its members and stakeholders. This policy is intended to foster an open and expressive environment while at the same time maintaining organizational security.

Private Use of Social Media, Websites and Blogs by Employees

CKO's employees and/or volunteers that are tasked with maintaining blogs and websites, or establishing a social media presence on behalf of the CKO, are guided by a separate policy addressing these responsibilities. Unless you are specifically asked to do so, you are not authorized to speak on behalf of the CKO. When sharing information about paddling or your area of expertise, please make it clear that you are offering your own opinion(s).

CKO understands that part of what you do in social media is outreach that promotes the CKO brand and the sport of paddling. CKO also understands that the relationship of its employees and volunteers to a pervasive online world can lead to the blurring of "in-work-time" and "off-work-time". CKO strongly encourages you to limit the use of social media to work or CKO-related content and outreach during work hours or when representing CKO at special events including competitions.

Additionally, you are prohibited from sharing any confidential or protected information that belongs to or is about CKO. You are strongly encouraged not to share disparaging information that might unfavourably compromise CKO or its affiliates including other co-workers, volunteers or members. CKO's reputation and brand should be protected by all employees and volunteers. The lives and actions of co-workers, colleagues, volunteers, athletes, should never be shared online.

When engaging in social media activity from work devices or during working hours, social media content that discriminates against any protected classification including age, race, colour, religion, sex, national origin, disability, or genetic information is strictly prohibited. It is CKO's policy to also recognize sexual preference and weight as qualifying for discrimination protection. Any CKO employee or volunteer, who participates in social media, who violates this policy will be dealt with according to the harassment policy.

Non-disclosure of Confidential Information

It is prohibited to reveal information that is covered by the CKO non-disclosure agreement that anyone has signed before coming to work or volunteer at CKO. In addition, never disclose information that has not already been made public by CKO. This includes, but is not limited to, financial data, staffing changes, sanctions, etc. Do not use CKO logos or trademarks without permission.

Maintaining Positive Communications

At all times, be respectful of CKO including its employees, members, sponsors and stakeholders. Remember that you are ultimately responsible for your online behaviour and should avoid content or actions that are defamatory, pornographic, proprietary, harassing,

libellous or threatening. You can be subject to legal action by employees, members or any other individuals affected by such content.

CKO Email Usage

Email is also to be used for CKO business only. CKO confidential information must not be shared outside of the CKO, without authorization, at any time. You are also not to conduct personal business using the CKO computer or email.

Also, please keep this in mind as you consider forwarding non-business emails to associates, family or friends. Non-CKO business related emails compromise productivity, divert attention and waste time.

Viewing pornography, or sending pornographic jokes or stories via email, is considered sexual harassment and will be addressed according to the CKO harassment policy.

Emails That Discriminate

Any email content that discriminates against any protected classification including age, race, colour, religion, sex, national origin, disability, or genetic information is prohibited. It is CKO's policy to also recognize sexual preference and weight as qualifying for discrimination protection. Any employee or volunteer representing the CKO who sends email that violates this policy will be dealt with according to the harassment policy.

Emails that discriminate are prohibited at CKO. Sending or forwarding non-CKO business emails may result in appropriate disciplinary action that may lead to employment termination.

CKO Owns Employee Email

CKO owns any communication sent via email or that is stored on the CKO's equipment. Management and other authorized staff have the right to access any material in your email or on your computer at any time. Please do not consider your electronic communication, storage or access to be private if it is created or stored on work systems.