

SOCIAL MEDIA POLICY

As representatives of Golf Ontario, all parties are expected to demonstrate sound judgment in their use of social media and uphold a professional and respectful demeanor.

For the purposes of this policy, “social media” refers to posts and discussions on platforms such as Facebook, X (formerly Twitter), Instagram, YouTube, LinkedIn, Reddit, Snapchat, TikTok, and emerging platforms, blogs, or online forums.

Golf Ontario recognizes that participants often interact via social media and encourages behavior consistent with this Social Media Policy and the Code of Conduct and Ethics.

Application of this Policy

This policy applies to all participants associated with Golf Ontario, including staff, volunteers, board members, players, coaches, officials, and other representatives.

Golf Ontario has established guidelines for official and personal interactions online to ensure appropriate social media usage. Official use encompasses any posts made on behalf of Golf Ontario, including those using the organization's name or branding in any way. Personal use pertains to posts about Golf Ontario shared through a private, non-affiliated account by any staff member, volunteer, board member, or participating athlete.

General Guidelines

1. Social media channels advance Golf Ontario’s mission, vision, objectives, programs, and activities by sharing news, content, updates, and engagement.
2. Golf Ontario’s social media assets are platforms for positive engagement. Negative commentary or criticism of individuals, teams, officials, or other organizations is prohibited.
3. When personal content is shared or tagged to Golf Ontario, consider including a statement such as “The views expressed are my own and do not reflect the views of Golf Ontario.”
4. Protect confidential or proprietary information shared with you and avoid publishing such details on social media platforms.
5. Maintain consistency and professionalism when communicating about Golf Ontario. Avoid sharing posts, images, or other materials that could be perceived as inappropriate, inflammatory, or demeaning.
6. Always treat others respectfully and refrain from slurs, offensive remarks, defamatory language, personal insults, or obscenity.
7. Topics such as politics and religion should be avoided when representing Golf Ontario in any capacity.
8. When tagging individuals (e.g., players or coaches), users should ensure that they do not disclose personal information without prior consent. In particular, care should be exercised when images or content identify youth/minors.
9. Administrators of Golf Ontario social media platforms should uphold professionalism and quality standards in official posts by ensuring correct grammar, syntax, and factual accuracy.
10. Participants shall avoid using social media to promote goods, services, or businesses not affiliated with Golf Ontario.

11. If inappropriate content is posted on a Golf Ontario-affiliated account, it will be promptly removed. The individual responsible may be asked to delete the content. While Golf Ontario does not continuously monitor individual accounts, we reserve the right to investigate any reported or public-facing content that may violate this policy.

Guidelines for Posting

12. If you encounter inaccurate information or misrepresentation of Golf Ontario on social media, please report it to the Golf Ontario Communications team (marketing@golfontario.ca). Golf Ontario personnel are expected to address discrepancies respectfully, ensuring the appropriate department obtains an official response and/or guidance.
13. Participants are encouraged to correct errors promptly when identified. Any modifications to posts should be transparently communicated. If accused of misinformation, seek a resolution through the relevant Golf Ontario department.
14. Golf Ontario retains the right to request the removal of any content that misuses its name, logo, or brand assets, even on personal accounts.

Conduct and Behavior

15. Social media conduct must align with Golf Ontario's Code of Conduct and Ethics.
16. Participants are prohibited from the following actions on social media:
 - a. Sharing disrespectful, harmful, or disparaging content targeting Golf Ontario, participants, or affiliated individuals.
 - b. Posting offensive, suggestive, or inflammatory images or videos about Golf Ontario or its members.
 - c. Creating or contributing to online groups or platforms that promote negativity or criticism of Golf Ontario or its affiliates.
 - d. Engaging in cyberbullying or harassment, which includes insults, pranks, threats, impersonation, rumour-mongering, or similar harmful behavior.
18. Golf Ontario may engage informally with participants on social media (e.g., sharing posts), but participants can request cessation of such engagement at any time.
19. Deleting inappropriate content after publication does not exempt individuals from potential disciplinary actions under this policy.
20. According to the Discipline and Complaints Policy, Participants concerned about inappropriate social media activity should report it to Golf Ontario.
21. This policy also applies to content generated by artificial intelligence, bots, or other automated systems that represent or relate to Golf Ontario.

Golf Ontario Responsibilities

22. Golf Ontario will monitor how persons in authority utilize social media in their interactions.
23. Complaints about social media behavior by an authority figure or athlete will be handled according to the Discipline and Complaints Policy. Those disciplined under this policy have the right to appeal as outlined in the Golf Ontario Appeals Policy.