

SHINTANI WADO KAI KARATE FEDERATION

SOCIAL MEDIA POLICY

SHINTANI WADO KAI KARATE FEDERATION

SOCIAL MEDIA POLICY

EXECUTIVE OVERVIEW

Social media is a powerful tool for connection, learning, and community building. At the Shintani Wado Kai Karate Federation (SWKKF), we recognize its value and also the responsibility that comes with using it. This policy outlines our expectations and guidance for all members—students, instructors, volunteers, and leaders—so that online interactions reflect the respect, integrity, and safety we uphold in our dojos.

Whether you're posting a photo, commenting on a video, or messaging a teammate, your actions online matter. This policy helps ensure that our digital presence supports our values and protects our members.

SHINTANI WADO KAI KARATE FEDERATION

SOCIAL MEDIA POLICY

CONTENTS	Page
Principles	4
Applicability	4
Definitions	4
Conduct and Behaviour	5
Member Responsibilities	5
SWKKF Responsibilities	5
Guidelines	
Social Media Guidelines for Persons in Authority	6
Social Media Guidelines for Students and Members	7
References	7

SHINTANI WADO KAI KARATE FEDERATION

SOCIAL MEDIA POLICY

PRINCIPLES

The SWKKF recognizes that members frequently interact on social media. These interactions should be guided by principles that promote safety, respect, and strong relationships.

- Members are encouraged to develop a personal strategy for social media use that aligns with the SWKKF Code of Conduct and Ethics.
- SWKKF is committed to protecting members during electronic interactions with Persons in Authority. All communication should be open, observable, and justifiable. One-on-one electronic messaging is discouraged.
- Behaviour that does not meet the standards of this policy or the Code of Conduct and Ethics may result in disciplinary action under the Discipline and Complaints Policy.

APPLICABILITY

This policy applies to all individuals involved with SWKKF, including participants, karateka, instructors, Senate members, committee members, volunteers, guests, and customers—at the national, regional, or club level.

DEFINITIONS

Person in Authority

An individual in a position of authority within SWKKF, including but not limited to: Black Belts, instructors, coaches, managers, support personnel, chaperones, and Senate members.

Social Media

Any computer-mediated communication platform, including but not limited to: blogs, YouTube, Facebook, Instagram, TikTok, Discord, Snapchat, and X (formerly Twitter).

CONDUCT AND BEHAVIOUR

In accordance with the Code of Conduct and Ethics and the Harassment and Discrimination Policy, the following behaviours on social media may be considered harassment:

- Posting disrespectful, hateful, harmful, or insulting comments directed at a member, SWKKF, or individuals connected to SWKKF.
- Sharing offensive, embarrassing, suggestive, or provocative images or videos directed at SWKKF or its members.
- Creating or contributing to online platforms that promote negative or disparaging commentary about SWKKF or its stakeholders.
- Engaging in cyberbullying or cyber-harassment, including insults, threats, impersonation, spreading rumours, or other harmful behaviours via social media, text, or email.

All social media conduct may be reviewed under the Discipline and Complaints Policy. Violations that qualify as “Prohibited Behaviour” or “Maltreatment” (as defined in the Code of Conduct and Ethics) will be addressed accordingly.

MEMBER RESPONSIBILITIES

- Members should be aware that their social media activity is public and may be viewed by SWKKF.
- If SWKKF shares or engages with a member’s social media content unofficially, the member may request that SWKKF stop at any time.
- Members are expected to model respectful and appropriate behaviour online, consistent with their role in SWKKF.
- Deleting content after posting does not exempt a member from potential disciplinary review.
- Concerns about a member’s social media activity should be reported to SWKKF through the Discipline and Complaints Policy.

SWKKF RESPONSIBILITIES

- SWKKF is responsible for understanding how Persons in Authority and students use social media to communicate and may remind them that such interactions are subject to this policy and the Code of Conduct and Ethics.
- Complaints regarding inappropriate social media behaviour by Persons in Authority or athletes will be addressed under the Discipline and Complaints Policy.

GUIDELINES

These are not strict rules but helpful suggestions to support good judgment and respectful online engagement.

SOCIAL MEDIA GUIDELINES FOR PERSONS IN AUTHORITY

Persons in Authority are encouraged to consider the following:

- Keep all communication with students and members open, observable, and justifiable.
- Inform parents/guardians about potential social media contact with minors and offer the option to opt out.
- Let students initiate contact; avoid entering their personal social media spaces uninvited.
- Maintain professionalism in all social media communication. Avoid emojis or vague language that could be misinterpreted.
- It's perfectly acceptable to avoid social media. Clearly communicate alternative methods of contact.
- Be prepared for students to search for your social media accounts and plan how to respond.
- Review and update privacy settings on personal and organizational accounts annually.
- Stay aware of students' public social media activity to ensure compliance with SWKKF policies.
- Never request access to a student's private posts.
- Avoid sending friend requests or pressuring students to follow your personal accounts.
- If you accept one student's friend request, consider accepting all—or manage settings to prevent requests.
- Do not publicly identify minor students. Seek consent from adult students before doing so.
- Avoid using Snapchat to communicate with students or posting content involving minors on personal accounts.
- Do not use social media to “catch” students in contradictions between their words and online activity.
- Be mindful of any information you may see that requires disclosure (e.g., underage drinking).
- Announcements like team selections should be shared through official channels (e.g., email or website) in addition to social media.

- If creating a club or team page, ensure important information is also shared through non-social platforms.
- Use discretion in personal posts, knowing students may view your content as a behavioural model.
- Avoid associating with online groups or accounts that promote explicit content or controversial viewpoints.
- Never use fake names or profiles to misrepresent yourself.

SOCIAL MEDIA GUIDELINES FOR STUDENTS AND MEMBERS

Students and members are encouraged to use the following tips to guide their social media use:

- Adjust privacy settings to control who can view your content and personal information.
- You are not obligated to follow or friend anyone—including coaches, teammates, officials, or competitors.
- Avoid adding Persons in Authority to Snapchat or sending them snapchats.
- If you feel harassed online, report it to your coach or another trusted Person in Authority.
- You are not required to join fan pages or follow any social media accounts.
- Understand that content posted online is generally considered public—even with privacy settings.
- Social media posts are often permanent. Others may screenshot your content before you delete it.
- Do not post content that depicts or implies illegal activity, such as underage drinking, assault, or drug use.
- Model respectful behaviour online that reflects your role as an athlete and member of SWKKF.
- Be aware that your public social media accounts may be monitored and that inappropriate content may lead to disciplinary action.

REFERENCES

- *Electronic Communications and Social Media Use Guidelines*. Canadian Centre for Ethics in Sport (CCES) and the Coaching Association of Canada. May 2022.
- *Judo Canada Social Media Policy*. April 1, 2025.
- *Canadian Centre for Ethics in Sport Social Media Community Guidelines*. April 2025.