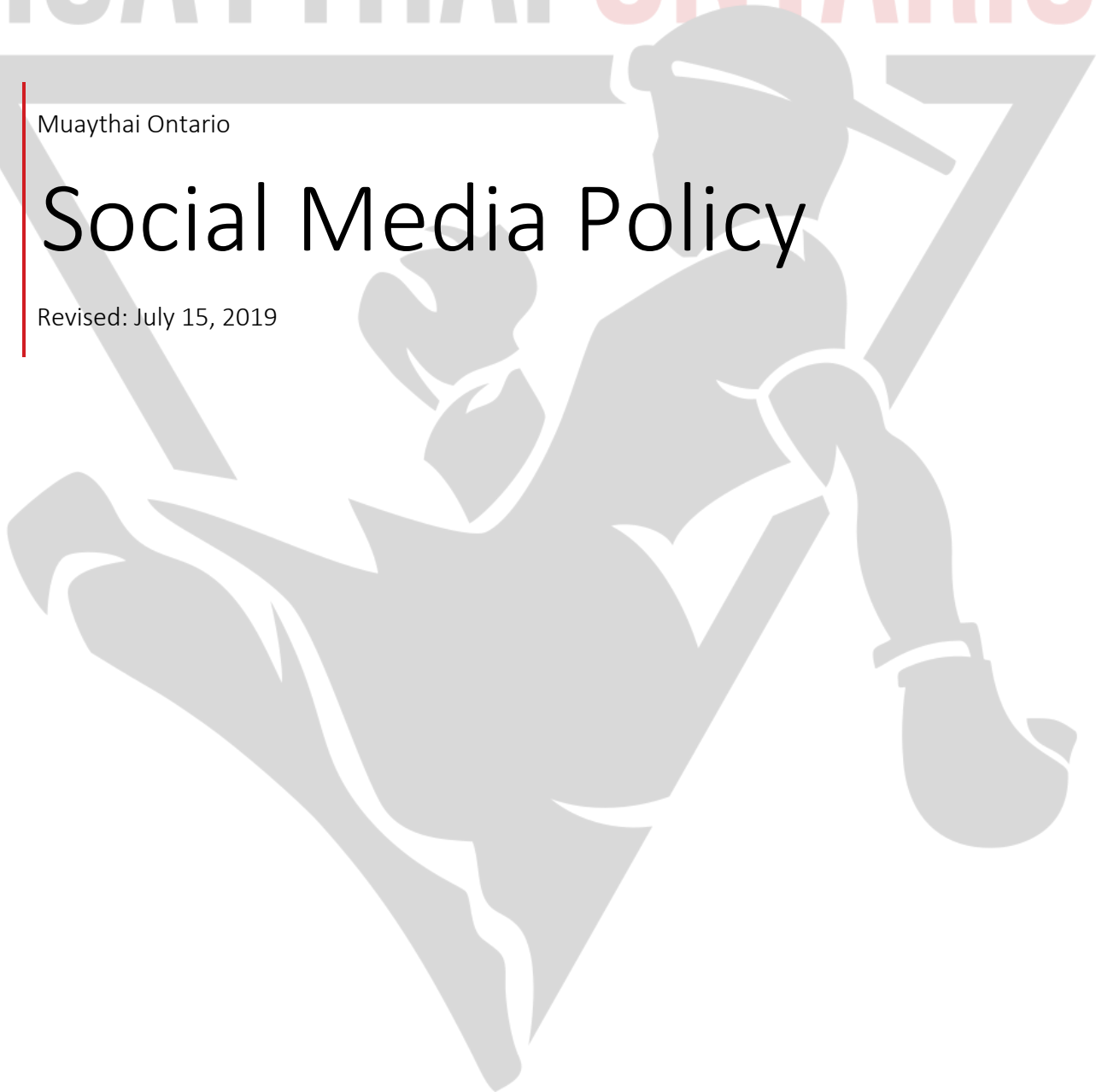


MUAYTHAI ONTARIO

Muaythai Ontario

Social Media Policy

Revised: July 15, 2019





REVISION HISTORY

Version	Purpose/Change	Approval Authority	Action Date (DD/MM/YYYY)
1.00	Initial document	Board of Directors	01/11/2016
1.01	Updated letterhead	Executive Director	29/11/2018

INTRODUCTION

Muaythai Ontario is committed to fostering a positive and respectful community for all members across the variety of communication platforms that are available to us today and may become available in the future. Social media provides members the opportunity to raise the profile of our sport and Muaythai Ontario encourages and supports members to take part in social media to contribute to discussions and share their positive experiences. The negative use of social media by Muaythai Ontario and its members is discouraged, and is detrimental to development of our members and the sport as a whole.

The policy noted below is to provide guidelines for Muaythai Ontario and its members to help make appropriate decisions on the various social media platforms, which may include Facebook, YouTube, Instagram, Twitter, and personal blogs/websites.

DEFINITIONS

- Members include coaches, corners, athletes, volunteers, directors, and employees of Muaythai Ontario;
- Social media is defined as any website or application that allows users to create and share content, or to participate in social networking. This may include Facebook, YouTube, Instagram, Twitter, SnapChat, personal blogs and other websites;
- Visitors may or may not be members of Muaythai Ontario.

MUAYTHAI ONTARIO'S USE OF SOCIAL MEDIA

Only approved representatives will be permitted to manage Muaythai Ontario's social media accounts. Representatives of Muaythai Ontario will communicate with its audience through Social Media platforms in a manner consistent with its core values, including but not limited to:

1. Policy updates and announcements;
2. News of events and competition;
3. Updates on events and competition;
4. Opportunities available to Muaythai Ontario members;
5. Sale of Muaythai Ontario merchandise;
6. Fundraising efforts;
7. Community spotlights;
8. Employment and volunteer opportunities;
9. Conversational pieces to engage in a meaningful dialogue with its audience; and
10. Responses to comments, questions, and messages.



The frequency of communications will vary depending on the social media platform. Depending on the volume of comments or posts received, MTO cannot commit to responding to everyone. Representatives of Muaythai Ontario will also undertake the task of moderating any comments that do not meet its community guidelines.

GUIDELINES

1. Members of Muaythai Ontario should familiarize themselves with and follow the following policies:
 - A. Code of Conduct
 - B. Harassment
 - C. Privacy
2. Note that all social media service providers also have additional or different terms of use in which Muaythai Ontario members should familiarize themselves with.
3. Members of Muaythai Ontario are encouraged to engage in positive discussion with Muaythai Ontario and its members. Examples of such conversation include, but are not limited to:
 - A. The announcement of events relevant to the Muaythai Community;
 - B. Questions and feedback regarding Muaythai Ontario events, policies, and procedures;
 - C. Discussion around amateur sports as a whole;
 - D. Inquiries regarding competitive opportunities; or
 - E. Any other topic that contributes in a meaningful way to the Muaythai Community.
4. Members of Muaythai Ontario shall refrain from comments or behavior that is disrespectful, offensive, abusive, racist or sexist.

If you choose to post content on any of Muaythai Ontario's social media platforms, members must not:

- A. Mislead us or anyone else as to your identity or the origin of the posted content, or falsely claim to represent a person, organization or entity; or
- B. Post or transmit any message, content or link to content that:
 - I. you either do not own or do not have the necessary rights to post or transmit;
 - II. is in violation of any law, rule or regulation or any third party right, or promotes illegal activity or conduct that would contravene any law, rule or regulation or third party right;
 - III. is abusive, hateful, homophobic, discriminatory, malicious, aggressive, threatening, violent, sexist, harassing, inflammatory, indecent, tortious, defamatory, knowingly false, misleading, deceptive, vulgar, obscene, offensive, scandalous, sexually explicit, profane, offensive or otherwise objectionable;
 - IV. incites hatred, racism, bigotry or physical harm of any kind;
 - V. is unsolicited or unauthorized, such as unsolicited or unauthorized advertising, promotional material, "junk mail," "spam," "chain letter," "pyramid scheme," or any other form of solicitation (commercial or otherwise);
 - VI. is in breach of any confidence;
 - VII. includes personal data or information about others; or
 - VIII. can result in us being liable to anyone else under any intellectual property rights law.



Behavior that constitutes harassment or abuse will not be tolerated and will be dealt with under the respective policies. Muaythai Ontario should not be held liable for any repercussions the members' content may generate. Should Muaythai Ontario suffer costs or damages due to a violation of the above rules, Muaythai Ontario expects the responsible member to cover the cost and damages.

5. Muaythai Ontario is not responsible for the contents of visitor comments on our social media platforms, which include YouTube, Twitter, Instagram, Facebook and our website. We reserve the right to delete, move or edit messages that we deem as abusive, defamatory, obscene, in violation of copyright or trademark laws, or otherwise unacceptable.
6. Muaythai Ontario encourages others to freely criticize Muaythai Ontario as we look for opportunities to learn and grow. However, the manner in which one may criticize must be respectful of the opinions and viewpoints of other visitors.
7. Members shall display good sportsmanship, and in their use of social media:
 - A. Respect the sport, play fairly, and follow all rules and policies;
 - B. Accept the decisions of officials with good grace and follow the dispute policy to contest decisions; and
 - C. Be courteous to opposing teams, officials, or Muaythai Ontario volunteers/staff and treat all with respect.
8. To protect your own privacy and the privacy of others, please remember to not include any personal information, including addresses, phone numbers, e-mail addresses or donor card information in your comments or replies.

FAILURE TO COMPLY

Failure to comply with this Code of Conduct may result in disciplinary action in accordance with the respective policy. Such actions may result in a member losing privileges that come with the Muaythai Ontario membership, including the opportunity to participate in activities and events both present and in the future.

COMPLAINTS

If complaints are received, Muaythai Ontario will investigate those complaints and should the investigation process substantiate the complaint, those involved are subject to the above policy.

WARRANTY DISCLAIMER

Use of our social media sites and their contents is at your own risk. All content is provided "as is". You must not rely on any content published on or linked from our social media sites without first making your own enquiries to verify it is accurate, current and complete. We do not make, and expressly disclaim, any representations, warranties, covenants and conditions, express or implied, arising out of operation of law, course of performance, course of dealing, usage of trade or otherwise, including any express or implied warranties and conditions of: merchantability; merchantable quality; fitness for a particular purpose; non-infringement; safety; quality; freedom from defects or that defects will be corrected; uninterrupted, virus-free or error-free use of our social media site; or accuracy, currency, reliability, completeness or appropriateness relating to the content of them.

LIMITATION OF LIABILITY

Under no circumstances will Muaythai Ontario or its members have any responsibility or liability for any loss or damage whatsoever including without limitation



- Direct, indirect, special, incidental, consequential, punitive, exemplary or other damages;
- Any loss of profit, costs, expenses, harm to business, business interruption, reputation;
- Loss of information or programs or data;
- Loss of savings, loss of revenue;
- Loss of goodwill;
- Loss of tangible or intangible property;
- Legal fees or legal costs;
- Wasted management or office time; or
- Damages of any kind whatsoever.

Whether based in contract, tort, negligence or any other legal basis, arising out of or in connection with our social media sites, any linked website or linked social media platform (including without limitation any damages suffered as a result of the use, inability to use or failure of, or any omissions or inaccuracies on, our social media sites, any linked websites or linked social media platforms, or any of the services or content of the foregoing), even if Muaythai Ontario has been specifically advised of the possibility of such damage or loss, or if such damage or loss was foreseeable.