PURPOSE - to provide clear guidelines for student-athletes, coaches and varsity staff to follow in making the best possible judgement when posting online, safeguarding personal privacy and protecting the integrity of the Department of Recreation, Athletics & Wellness and the University of Toronto Mississauga.

SOCIAL MEDIA

Remember that playing sports at UTM is a privilege; student-athletes, coaches and varsity staff represent UTM both on and off the playing surface and therefore act as ambassadors of the Department and University. As technology rapidly evolves, we must be aware of the impact it can have on your personal, academic, athletic and professional lives. While we want to celebrate the achievements of our teams, it is important to understand that once something is posted online, it never disappears; inappropriate material found by third-party users can have a negative effect on the perception of student-athletes, the Department and the University at-large.

Examples of inappropriate and offensive online behavior:

  o Photos, videos, or comments that express a personal opinion in regards to politics, critiques of the University’s policies or UTM Athletics Department, and/or anything similar in nature
  o Photos, videos, or comments showing personal use of alcohol, drugs, and tobacco (i.e. Holding cups, cans, shot glasses, drugs of any kind)
  o Photos, videos, or comments that are of a sexual nature, including sexually motivated remarks of others, provocative images, etc.
  o Photos, videos, or comments that are of a discriminatory nature, including remarks on race, place of origin, color, sexual orientation, religion, political beliefs, or socio-economic status
  o Content that is unsportsmanlike including, but not limited to, “trash talking” another school, team, player (including those on your team), and decisions made by officials. This follows both the OCAA, CCAA, and Department’s commitment to fair play in sport
  o Photos or videos taken within a change room or bathroom

PRESS

When responding to news media, whether in the form of post-game interviews, email requests and/or offline conversations, please be aware of the consequences your words may have on the University. Issues that should not be discussed with reporters, press, and/or media outlets include:

  1) Legal issues
  2) Personnel issues
  3) Questions that involve university integrity, such as ethics or issues that may result in harm to others
  4) A campus crisis or emergency

I, _______________________________ commit to upholding the integrity of the Department of Recreation, Athletics and Wellness and the University of Toronto Mississauga as a governing body, and adhere to the social media guidelines outlined in this document while participating as a UTM Varsity representative.

_________________________________________  ________________________
Signature                                           Date Signed