



# Tour Paramedic Ride Social Media Policy

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## 1. OBJECTIVE

1.1. Tour Paramedic Ride uses various tools to share information and communicate with the public, its participants, its sponsors, partners, the public, and the media. Social media platforms offer a way to deliver public information to its stakeholders and offer a means for Participants and the public to interact with Tour Paramedic Ride. Tour Paramedic Ride supports the use of social media to enhance communications, collaboration, and create an exchange of information to advance its objectives and facilitate the organization of its events.

1.2. The purpose of this social media policy is to:

1.2.1. outline the social media guidelines and protocols of Tour Paramedic Ride,

1.2.2. define the rules that apply to both Tour Paramedic Ride and its Participants social media use, and

1.2.3. to explain Tour Paramedic Ride's disciplinary action process for policy violations.

## 2. SCOPE OF POLICY

2.1. This social media policy applies to the following Participants in Tour Paramedic Ride activities:

2.1.1. Tour Paramedic Ride National Board members;

2.1.2. Ride and Event organization committee members;

2.1.3. Tour Paramedic Ride staff, contractors, event organizers and volunteers;

2.1.4. Bicycle<sup>1</sup> riders participating in Tour Paramedic Ride Events;

2.1.5. Participants in Tour Paramedic Ride Events that are not bicycle rides;

2.1.6. Team Organizers for Tour Paramedic Ride Events;

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<sup>1</sup> For the purposes of this Code of Conduct, Bicycle includes unicycles, bicycles, tandem bicycles, tricycles and quadracycles that are powered by the rider(s) or a motor.



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2.1.7. Sponsors, their employees, agents and contractors when in attendance at, promoting, or otherwise communicating about Tour Paramedic Ride Events using social media;

2.1.8. Family members of fallen paramedics and family members of any of the foregoing when in attendance at, promoting or otherwise communicating about Tour Paramedic Ride Events using social media; and

2.1.9. People and organizing posting to social media with respect to Tour Paramedic Ride, its events, its Participants, its sponsors or its assets collectively referred to herein as “Participants”.

2.2. Tour Paramedic Ride defines social media as any form of any person’s or organization’s, journal, personal website, social networking site or application, and/or chat room or application.

2.3. For the purposes of clarity, posting includes both initial postings as well as re-postings, shares, and “likes” (or equivalent).

### 3. USE OF SOCIAL MEDIA IN RELATION TO TOUR PARAMEDIC RIDE

3.1. Only the Tour Paramedic Ride’s Public Information Officer or that director’s delegate, may post to social media, or communicate with the media or the public, on behalf of Tour Paramedic Ride.

3.2. Any person or organization posting to social media with respect to Tour Paramedic Ride, its events, its participants, its sponsors or its assets shall comply with the Tour Paramedic Ride Code of Conduct (TPR Policy #1). Nothing in this Social Media Policy supersedes the Tour Paramedic Ride Code of Conduct.

3.3. All Participants that are posting to social media with respect to the Tour Paramedic Ride are required to uphold Tour Paramedic Ride’s image, core values, and brand. Subsequently, Tour Paramedic Ride expects all Participants posting to social media to always remain fair, professional, and polite to any Tour Paramedic Ride Participants, sponsors, partners and also to the public, media, suppliers and any other stakeholders.



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3.4. When posting to social media with respect to Tour Paramedic Ride, the Tour Paramedic Ride's Public Information Officer and that director's delegates, shall:

- 3.4.1. Avoid speaking on and/or posting about subjects other than Tour Paramedic Ride objectives, causes and events;
- 3.4.2. Reply to all comments in a timely manner.
- 3.4.3. Correct or delete incorrect and/or misleading content.
- 3.4.4. Refrain from posting confidential information about Tour Paramedic Ride or its Participants.
- 3.4.5. Avoid posting and/or sharing offensive, discriminatory, and/or false information.
- 3.4.6. Avoid posting in a manner that excludes specific Participants or groups of Participants, unless the posting does not apply or relate to those specific Participants or groups of Participants (e.g., the posting relates only to Participants in one Tour Paramedic Ride Event).
- 3.4.7. Avoid posting personal opinions.
- 3.4.8. Comply with Tour Paramedic Ride's Use of Name and Logos Policy.
- 3.4.9. Where possible, make all postings in both Official Languages.

3.5. All Participants that are posting to social media with respect to Tour Paramedic Ride, *other than the Tour Paramedic Ride's Public Information Officer or that director's delegate*, shall:

- 3.5.1. Clearly state that personal opinions and content on the Participant's social media accounts are not approved or supported by Tour Paramedic Ride.
- 3.5.2. Avoid posting confidential Tour Paramedic Ride information on personal social media accounts.
- 3.5.3. Avoid using the Tour Paramedic Ride logos, assets, sponsors logos and assets, or identifying information with respect to Tour Paramedic Ride Participants without the permission of Tour Paramedic Ride, its sponsors, or Participants as applicable.



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3.5.4. Avoid discussing Tour Paramedic Ride related information with sponsors, partners, Families of the Fallen and the media on personal social media accounts.

3.5.5. Avoid sharing abusive, offensive, and/or slanderous content.

3.5.6. Avoid posting in a manner that makes other Participants uncomfortable or unwelcome to participate in Tour Paramedic Ride Events.

3.6. When posting with respect to Tour Paramedic Ride Events, sponsors shall:

3.6.1. Be clear that they are posing as a Tour Paramedic Ride Sponsor and not on behalf of Tour Paramedic Ride.

3.6.2. Clearly state that opinions and content on the sponsor's social media accounts are those of the sponsor and not necessarily those of Tour Paramedic Ride.

3.6.3. Avoid using the Tour Paramedic Ride logos, assets, sponsors logos and assets, or identifying information with respect to Tour Paramedic Ride Participants without the permission of Tour Paramedic Ride, its sponsors, or Participants as applicable.

3.6.4. Avoid sharing abusive, offensive, and/or slanderous content.

3.6.5. Avoid posting in a manner that makes other Participants uncomfortable or unwelcome to participate in Tour Paramedic Ride Events.

## 4. DISCIPLINE

4.1. If a Tour Paramedic Ride Participant does not follow the guidelines set out in this social media policy, the Tour Paramedic Ride Board of Directors will have grounds to any disciplinary action set out in the Tour Paramedic Ride Code of Conduct. The Board of Directors may treat a breach of this policy as equivalent to breaching the Code of Conduct.

## 5. REVIEW AND APPROVAL:

5.1. This policy was approved by the Tour Paramedic Ride National Board of Directors on: February 15, 2021.