



TAEKWON-DO

NOVA SCOTIA ASSOCIATION

Social Media Policy

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INTRODUCTION

1. Overview:

- a. The TNSA Social Media Content Policy defines the allowable uses and activities on the TNSA's social media accounts. The policy establishes guidelines on the allowable content topics, content standards, and comment moderation. This policy promotes community engagement with four types of Content Requests (CRs) available to various parties. CRs allow sharing of community news in a controlled manner.

2. Rationale & Benefits:

- a. Benefits from the Social Media Content Policy will include but not limited to:
 - (1) A clear definition of allowable content, which will reduce the volume of special CRs to the Board of Directors.
 - (2) Allow reasonable restrictions and establish guidelines to allow the TNSA to engage effectively with its followers. Through the establishment of clear guidelines, the TNSA will be able to mitigate complaints about request refusals.
 - (3) Creation of templates and guidelines on how to create and publish content will ensure content is in a consistent format and observes proper protocol.
 - (4) Community engagement CRs will allow sufficient opportunity to post approved topics from the local and regional Taekwon-Do community on the TNSA's social media accounts.

3. Accounts:

- a. This policy shall govern the use and interactions on the following TNSA social media pages, but not limited to:
 - (1) Website: <https://www.facebook.com/ctfitnsa>, Username: @ctfitnsa.
 - (2) Website: <https://www.instagram.com/ns.taekwondo/>, Username: @ns.taekwondo.

CONTENT GUIDELINES

1. Approved Content Topics:

- a. The TNSA social media accounts will post content for the following reasons:
 - (1) TNSA public affairs correspondence and association news.
 - (2) Major news, milestones, and anniversaries pertaining to ITF Taekwon-Do, the ITF, CTFI, or TNSA.

- (3) Correspondence from TNSA Subcommittees.
- (4) Announcements, information, highlights, and follow-ups from TNSA hosted events.
- (5) Highlights from events, which TNSA members participated at.
- (6) CR approved topics.
- (7) Posting of additional topics may occur pending a majority approval from the TNSA Board of Directors.

2. Engagement, Address, and Protocol:

- a. The TNSA strives to be an example for correct protocol. Such practice of Taekwon-Do protocol shall occur during engagements with its followers.
- b. Examples of settings in a social media environment where the use of this practice will occur are, but not limited to:
 - (1) Post descriptions/captions.
 - (2) Story captions.
 - (3) Graphics used in posts and stories.
 - (4) Comments.
 - (5) Direct Message (DM).
- c. Influences include:
 - (1) Student Oath.
 - (2) Tenets of Taekwon-Do.
 - (3) Respect.
 - (4) Gratitude.
 - (5) Humility.
 - (6) Fairness.
 - (7) Neutrality.
- d. Specific measures include:
 - (1) Mentioning or referring to individuals, especially Taekwon-Do practitioners by their proper title. For example, an individual who holds the rank of Grandmaster or Master will be Grandmaster or Master and last name. Instructors or Assistant Instructors will Sabum or Boo

Sabum and last name. Colour belts and non-Taekwon-Do individuals will be first and last name to avoid using the wrong prefix identifier.

(2) Content will be neutral and unbiased.

3. Original Content Policy:

a. The TNSA's social media accounts will share TNSA original content. No sharing of content from other accounts or repost on the TNSA's social media accounts unless:

(1) The shared content originates from an affiliate of the TNSA (CTFI, ITF, Sub-Committees, or official sanctioned event).

(2) The shared content has real-time relevance to TNSA members, such as an event or mention of the TNSA, or its members.

(3) The shared content originates from an approved CR or special approval from the TNSA Board of Directors.

b. Barring the above exceptions, the TNSA shall always create TNSA original text content. Text content shall be unique to the TNSA's content and shall not copy or plagiarize that of other contributors. The proper use of quotes shall occur in a method that is grammatically and socially appropriate and shall reference the originator.

c. Photograph Credit Procedure:

(1) The TNSA may include photographs in its content; with every opportunity to identify the photographer to give credit for their photo(s) used. All credit to an individual will follow proper Taekwon-Do protocols and format.

d. TNSA Social-Media Graphic Standards:

(1) The TNSA may create and post infographics. In most circumstances, a custom graphic is necessary to accompany the TNSA's content. Whenever possible, the TNSA should use a TNSA original stock or custom graphic. Common examples where the use of TNSA original stock graphics is:

(a) Announcements or statements from the TNSA.

(b) Announcement of TNSA organized events.

(c) Information or updates for TNSA organized events.

(d) Important or urgent notices.

e. Default Colour Palette and Design Theme:

- (1) The TNSA has established a stock design, which is clean and modern. The design concept takes influence from Halifax Regional Municipality's (HRM) stock infographics used on its social media accounts. The TNSA logo will be at the bottom centre of the graphic.
- (2) The colours found in the flag of Nova Scotia influence the colour scheme. Standard graphics will see a light grey text used on a dark navy-blue background. The default text font is Monserrat Extra-Bold.
- (3) For most stock infographics, the graphic will include a symbol, with accompanying text, describing the nature of the post.
- (4) In the future, an additional set of graphics may warrant a higher priority level and may use a dark text against a golden yellow background.

4. Stories:

- a. The TNSA will create and post stories on its social media platforms for the following purposes:
 - (1) To highlight a newly published post.
 - (2) Share updates, information, and reminders.
 - (3) Share content from any of the TNSA's affiliates.

5. Media Release Consent:

- a. Wherever possible, the TNSA will collect consent from individuals who appear within content posted on the TNSA's social media pages. This includes individual or group pictures, whether the event is TNSA organized or not. In the event of an objection, the TNSA shall follow the most suitable options below:
 - (1) Not post content which includes the objecting party/parties.
 - (2) Edit or crop content in a way that removes the objecting party/parties.
 - (3) Edit the content that obscures the face(s) of the objecting party/parties.

6. Comment Policy:

- a. Comments will be open on all posts, but removal of all defamatory comments towards the TNSA or any of its members will occur. The TNSA Disciplinary Board will review all defamatory comments and may restrict or disable specific posts as required.
- b. Admins will screen newly posted comments for non-conformances. The social media accounts issue push notifications to Admins on all new comment. There are currently no comment filters enabled.
- c. TNSA shall post comments and replies under the following guidelines:

- (1) The TNSA shall only reply to comments in a professional manner.
 - (2) The TNSA shall express neutrality, and not show preference to a user, person, or club.
 - (3) The TNSA shall always use proper protocol.
 - (4) The TNSA shall not reply to comments in a personal or social manner.
- d. Inappropriate Comment Procedure:
- (1) The TNSA shall act on the discovery of all inappropriate comments.
 - (2) Comments are inappropriate if they are but not limited to:
 - (a) Defamatory in nature against the TNSA, or its members.
 - (b) Racist or defamatory in nature against an individual or group of individuals.
 - (c) Directly or indirectly express favouritism towards or against the TNSA, or its members.
 - (d) Interpreted as an advertisement or promotion of a specific club or business.
 - (e) Contravenes any TNSA policy.
 - (3) Upon discovery of inappropriate comments, the TNSA shall:
 - (a) Immediately disable/hide comments on the affected post.
 - (b) Archive the comment(s) in the form of a screenshot.
 - (c) File a formal complaint with the TNSA if the nature of the comment(s) warrants further consideration.
7. Direct Communication with Followers via social media:
- a. The TNSA shall adhere to correct communication channels. Under certain circumstances, contact with the TNSA may occur through DM (Direct Message); however, is not the method to address concerns. Respect and proper protocol shall always be adhered to. The TNSA will de-escalate the conflict via DM and redirect the individuals concerns to the TNSA through their Head Instructor or the TNSA President. All communication via DM will cease regarding the matter.
 - b. The TNSA reserves the right to ignore and/or block parties who contact the TNSA via DM with the intent to:
 - (1) Submit defamatory comments about the TNSA, or its members.
 - (2) Be disrespectful.

- (3) Spam/flood the TNSA's DM inbox.

CONTENT REQUESTS

1. The opportunity for suitable 'community news' can be through various CRs and shared on the TNSA's social media pages. The submission of CRs shall be through email to the TNSA by the online CR form found at: <http://www.nstaekwondo.ca/contact-us.html>.
2. The four categories of Content Requests are:
 - a. Repost.
 - b. Member participation at an ITF/CTFI course or event.
 - c. Athlete mentions.
 - d. Member Event Advertising.
3. Repost CR:
 - a. Requests for the TNSA to repost content of other accounts. Unlike other types of CRs, both TNSA members and non-TNSA members can requests a repost.
 - b. CR Submission Requirements:
 - (1) Consideration to requests shall only given if submitted by any of the following parties:
 - (a) Admin of the requesting social media page.
 - (b) Via a directive submitted by a trusted, elected official within the TNSA or CTFI.
 - (2) The submitter shall be at least 19 years of age.
 - c. Eligibility Criteria:
 - (1) Approval of the request is conditional on the CR satisfying the criteria below:
 - (a) The request is requesting content from a social media account or website of one of the TNSA's affiliates.
 - (b) The content must have relevance to the TNSA's membership.
 - (2) Content originating from a TNSA or non-TNSA members personal, training, or club account is prohibited.
 - d. Content Template:

- (1) The beginning of the text caption shall clearly indicate that it is a repost and cite the origin. Sharing the body of the original post text can occur with edits if required.
 - (2) Sharing of original photographs and infographics may occur.
4. Member participation at an ITF/CTFI course or event:
 - a. TNSA Members who participate in a course or event may request a mention in the form of a post on the TNSA's social media pages.
 - b. CR Submission Requirements:
 - (1) Consideration of requests shall only occur when submitted by any of the following parties:
 - (a) Participants.
 - (b) Instructors.
 - (2) The submitter shall be at least 19 years of age.
 - c. Eligibility Criteria:
 - (1) Approval of the request is conditional on the CR satisfying the criteria below:
 - (a) A minimum of one member had active involvement at the event.
 - (b) Involved persons are members of a TNSA Registered Dojang and are in good standing with the TNSA.
 - d. Content Template:
 - (1) The content caption template shall consist of the text caption and a graphic. The text caption shall be a TNSA Original text caption which includes:
 - (a) Summary of the event.
 - (b) First and last names of the TNSA's participants who participated at the event.
 - (c) There shall be no tags of members' personal, training, or professional social media accounts in the post.
 - (2) The use of photographs shall follow the photograph credit procedure.
5. Athlete Mention:
 - a. Athletes who attended a recent competition may request a mention in the form of a post on TNSA's social media pages.

- b. CR Submission Requirements:
- (1) Consideration of requests shall only occur when submitted by any of the following parties:
 - (a) Athletes.
 - (b) Coach.
 - (c) Instructor.
 - (2) The submitter shall be at least 19 years of age. The submitter shall have had direct involvement or have participated at the event.
- c. Eligibility Criteria:
- (1) Approval of the request is conditional on the CR satisfying the criteria below:
 - (a) A minimum of one athlete participated at the event.
 - (b) Athletes are members of a TNSA Registered Dojang and are in good standing with the TNSA.
 - (c) Athletes are competing internationally at the event.
 - (d) A minimum of one athlete is successful at securing a 3rd place, 2nd place, or 1st place result in at least one event.
- d. Content Template:
- (1) The content caption template shall consist of the text caption and a graphic. The text caption shall be a TNSA original text caption which includes:
 - (a) Summary of the event.
 - (b) First and last names of the TNSA athlete(s) who participated at the event.
 - (c) Results by text (optional).
 - (d) There shall be no tags of athletes personal, training, or professional social media accounts in the post.
 - (2) The post shall include a results graphic. The accompanying graphic shall be a TNSA original graphic. The results graphic shall include the following:
 - (a) Results chart which includes the following:
 - i. Event name (Header).

- ii. Columns identified for: Names of successful competitors, and the event (Sub header).
 - iii. Listing of successful competitors by first and last name, and their results.
 - iv. TNSA logo at the bottom of the graphic.
 - (3) If the event is a TNSA, CTFI, or ITF event, the post may include a second event poster type graphic. For internal or affiliate-organized events, the results graphic may be themed to complement the accompanying event graphic. For external or privately organized events, the TNSA Graphic Standards will apply.
- 6. Member Event Advertising:
 - a. TNSA members organizing TNSA sanctioned events may apply to have their event announced on the TNSA's social media accounts.
 - b. CR Submission Requirements:
 - (1) Consideration of requests shall only occur when submitted by any of the following parties:
 - (a) Head Instructor of the club who is organizing the event.
 - (b) Head event organizer.
 - (c) PR correspondent for the event.
 - (2) The submitter shall be at least 19 years of age. The submitter shall have direct involvement with the planning and execution of the event.
 - (3) The CR shall include all necessary information in the post.
 - (4) The CR shall specify the publish date(s).
 - c. Qualifying Event Categories:
 - (1) A TNSA member may request the TNSA post information and details of their upcoming sanctioned event; however, not limited to:
 - (a) Tournaments.
 - (b) Seminars.
 - (2) Prohibited events include but not limited to:
 - (a) Fundraisers.
 - (b) Social Events.

- (c) Training Events.
- d. Eligibility Criteria:
 - (1) Consideration of the event shall meet the following requirements for posting:
 - (a) Inclusive to all TNSA members but can have rank-based restrictions.
 - (b) Observe TNSA, CTFI, and ITF policies.
 - (c) Seminars must contain ITF Taekwon-Do content equal to 80%. (Example of non-ITF content would be but not limited to sports psychology, yoga).
 - (d) Head Instructors must be an ITF Members.
 - (e) The event has received all required approvals to proceed from governing bodies, including the TNSA, CTFI, and ITF.
 - (f) The event must qualify for the TNSA's Event Calendar.
- e. Content Template:
 - (1) CRs can request content be based on an existing post. As the policy will not allow reposts for the event advertising, the content can be adapted into the TNSA's draft. The event organizer, and a relevant social media account, can mention the content.
 - (2) The text caption of the post shall clearly identify content of the post is for a member organized event, not a TNSA organized event.
 - (3) The use of an event poster or graphic can occur or alternatively, a modified TNSA stock graphic.
- f. Posting Schedule:
 - (1) In keeping with correct communication protocol, event invitations and information shall be distributed to all members a minimum of three calendar days before posting. The following additional posts are available if the submitter wishes to use them:
 - (a) One reminder post (if the publishing initial announcement was more than two months before the starting date of the event).
 - (b) Approval of additional posts(s) may occur in the event of a reschedule or cancelation of the event.

REVIEW AND APPROVAL

1. This policy will be reviewed annually on the date of first approval.
2. This Policy is Version 1 and approved by the TNSA on the **21st day of January 2024**.

Darren MacLeod
TNSA President