



# **Dominion of Canada Rifle Association Social Media Policy**

## **TABLE OF CONTENTS**

1. PURPOSE AND SCOPE
2. CRISIS RESPONSE
3. ANNUAL REVIEW
4. GUIDELINES FOR SOCIAL MEDIA MANAGERS

**Last revision: 4 May 2023**

**Committee Responsible: Advocacy and Communications**

## **PURPOSE AND SCOPE**

When acting on the behalf of the DCRA, whether as social media manager of DCRA or volunteer content provider, you are expected to demonstrate best practices and appropriate etiquette on social media, including but not limited to the following:

- Promote a message about our sport and athletes that is readily identifiable as positive.
- Be respectful to all.
- No hate speech.
- No confidential organization info.
- No political views.
- Permit no hateful engagement in the comments.

### **Goals**

The purpose of the DCRA on social media is to create positive and supportive engagement between the Canadian full-bore shooters while reaching out to potential new members who want to explore our full-bore sport.

### **Themes**

The following themes are to be used in guiding the creation and posting of content for DCRA social media platforms:

- a. Target shooting as a safe sport for all to enjoy
- b. DCRA events and teams, their activities and successes
- c. DCRA activities that develop the skills and knowledge of our members in the safe and enjoyable pursuit of their sport
- d. DCRA and DCRA members in the conduct of safe and responsible target rifle events
- e. the responsible and safe conduct of DCRA members in the storage, handling and use of firearms for target rifle shooting
- f. our sport as a supportive option where women can and do compete on equal terms with any other competitor
- g. DCRA disciplines as a barrier-free sport for participation and competition
- h. the achievements of our members in their sport, whether personal goals or in competitions
- i. the work done by our Council and volunteers in the pursuit of our sport

### **Platforms**

Facebook, Twitter, Instagram and YouTube only.

## **Management of Activity**

A Social Media Coordinator, who may also be a Social Media Manager, shall be responsible for the daily supervision and coordination of DCRA social media activity. The Social Media Coordinator shall be a member of the Advocacy and Communications Committee (A&CC).

In addition, Social Media Managers, working under the direction of the Social Media Coordinator, may be assigned to individual social media platforms to manage DCRA activity on one or more platforms.

## **Sources of Content**

In order to assure a regular stream of text and image content suitable for use in DCRA social media postings, the following individuals, activities and organisations will provide content to the Social Media Coordinator and Managers as follows:

- a. Council Members: activities of DCRA members in their province
- b. Event Organisers: Event details, event preparations, staff and competitors, event progress, event results, award ceremonies and event summaries
- c. Team Captains: Team details, team selections, preparations, travel, participation at events, results, awards and trip summaries
- d. Awards Committee: award ceremonies, award winners
- e. History Committee: notable individuals and events from the history of the DCRA
- f. Membership Committee: member-focused content and information important/necessary for members
- g. Shooting Committee: upcoming events
- h. International Teams: upcoming international events, team selections
- i. Executive Officers: updates on DCRA activities
- j. Social Media Coordinator: links to social media content of affiliated associations

## **Organisation**

A Social Media Coordinator, who may also be a Social Media Manager, shall be responsible for the regular supervision and coordination of DCRA social media activity. The Social Media Coordinator shall be a member of the A&CC.

In addition, Social Media Managers, working under the direction of the Social Media Coordinator, may be assigned to individual social media platforms to manage DCRA activity on one or more platforms.

## **User's Inquiries/Community Engagement**

More engagement results in more visibility on social media. The social media manager is expected to respond to most of the queries coming via their assigned social media comments or direct messages.

General queries about dates and non-confidential information can be responded to directly in comments. Any other query shall be reviewed via the A&ER committee. General queries can be shared with the committee for quick review and can be reused for further similar queries.

Social media managers should not speak to the media on behalf of the organization. Any such queries should be directed to the Social Media Coordinator, who may:

- a. Respond, if it is within their area of knowledge
- b. Refer it to the A&CC Chair or,
- c. If the issue is urgent/of significant impact, refer it to the Chair of the Executive Committee, info the Chairs of Council and A&CC

### **Questionable content**

Any spam comment needs to be deleted as soon as possible so that it does not harm any of our followers. A spam user should be banned from the page as soon as possible.

Any misinformation comment from the users should be corrected in the comments section by responding to the conversation. Deleting it may further fuel retaliation.

## **CRISIS RESPONSE**

In the event that the DCRA and/or associated social media platforms comes under significant negative scrutiny, criticism or publicity, the Social Media Coordinator will immediately advise the A&C Committee as well as the Chair of the Executive Committee. The A&CC will develop a strategy and response for the Executive Committee decision on actions to be taken.

In a crisis, the Social Media Coordinator and Social Media Managers are to refrain from comments or responses to queries until provided direction by the A&CC Chair or the Chair of the Executive Committee.

## **COMPLIANCE WITH COPYRIGHT LAW ON SOCIAL MEDIA**

The following guidelines will be followed by the DCRA for all social media postings:

- Do not use any unattributed images from the internet.
- Do not download and repost any other organization or company's images without permission. The exception to this rule is in reposting from DCRA-affiliated associations and clubs
- Only use photos from the DCRA or If available and appropriate, royalty-free content

## **ANNUAL REVIEW**

This policy will be reviewed once per year. All A&CC committee members will be provided with access to a copy.

## **GUIDELINES FOR SOCIAL MEDIA MANAGERS**

### **When do I need approval to post a message on social media?**

Any pre-planned post created from DCRA social media handle as part of a specific campaign needs to be reviewed by the A&CC. The Social Media Coordinator holds the authority for all other posts consistent with the guidelines and themes in this policy and may authorise Social Media Managers to do so as well.

Any share of a post from other DCRA handles can be done without review, as well as posts from DCRA-affiliated associations and clubs.

The A&CC will maintain a list of organisations/sites that will not be shared/reposted by DCRA social media handles.

### **What kind of information am I allowed to post on social media?**

Social Media Managers may post materials such as, but not limited to:

- d. Upcoming matches  
We shall post updates about the upcoming DCRA matches, and after obtaining permission we shall post updates about the upcoming provincial association matches and clinic/intro day updates.
- e. Update about the organization activities  
If any information needs to be shared with members or non-members. Social media can be used to communicate the message.
- f. Photos from the history  
Create an archive to collect all the photos from the history and post them periodically
- g. Team invitations  
Any team looking for more participants can send an invitation using DCRA social media handles.
- h. Team score updates of the traveling teams or domestic matches:  
Team captains themselves or they need to assign one person to coordinate with the social media manager to share daily updates once they are on a trip outside of the country. That will include a few photos of the range, photos of the Canadian shooters and daily results. We would need the team's consent to allow DCRA to post their photos on social media.

- i. Match summaries  
At the end of the match, post a summary with photos about how it went.
- j. Photos from the range
- k. Greetings on festivals or special occasions.
- l. Promote Hall of the Fame shooters:  
To fuel the motivation in current shooters, we need to embrace our Hall of the Fame shooters. We can share their photos with their profile. If they are available on social media, then with their permission, we can tag their profile as well.
- m. Posts about special days.  
Specific content will be available for the following important commemorative days and holidays:

January 1: New Year greetings

January 22: Lunar New Year greetings

February 15: National Flag of Canada Day

Third Monday in February: Family Day to celebrate families in shooting sports

March 8th: Women's Day - Women's Day to celebrate women in shooting sports

April 1: Founding of the DCRA (1868)

Third Week in April: National Volunteer Week to celebrate the DCRA volunteers

Second Sunday of May: Mother's Day to celebrate mothers in shooting sports

May 24: Victoria Day

June 1: Canadian Armed Forces Day

June 21: National Indigenous People's Day

Third Sunday of June: Father's Day to celebrate fathers in shooting sports

July 1: Canada Day

July 7: DCRA Act of Incorporation (1900)

October 11: National Seniors Day to celebrate seniors in shooting sports

November 5: Veterans' Week

November 8: Indigenous Veterans Day

November 11: Remembrance Day

Significant Faith Days:

Easter (Orthodox and Modern)

Christmas (Orthodox and Modern)

Ramadan

Eid ul Fitr

Passover

Hannukah

Diwali

Kwanzaa