



TITLE	Safe Sport Social media policy
TYPE	Policy
ENTRY IN FORCE	June 1, 2026
DATE OF LAST REVIEW	January 10, 2026
FREQUENCY OF REVIEW	Annual
TARGET COMPONENT	Pickleball NB- Executive & Directors, Officials, Activity leaders, Affiliated Clubs.
RESPONSIBLE SECTOR	Pickleball NB
DISTRIBUTION	<ul style="list-style-type: none">- Executive & Directors- Affiliated Clubs- Employees- Organizers of activity in the name of PBNB- Members
ADOPTED ON	December 2, 2025

1. SUMMARY

Pickleball New Brunswick (the “Organization”) uses social media to connect with, engage, and grow the pickleball community across New Brunswick.

The Organization recognizes that social media platforms, including Pickleball NB–managed channels, serve as forums for Individuals to connect with peers, share ideas, discuss relevant topics, and ask questions.

The Organization reserves the right to manage, moderate, or restrict communications that are discriminatory, misleading, defamatory, disparaging, or otherwise inconsistent with its values. This may include limiting or removing access to Pickleball NB social media channels or forums.

The Organization and its Members remind Individuals that conduct which fails to meet the standards set out in this social media Policy, the Code of

Conduct and Ethics, or other governing documents may result in disciplinary action under the Discipline and Complaints Policy.

2. ELEMENTS OF THE POLICY

2.1 Application of this policy

This Policy applies to all Individuals.

2.2 Conduct and Behaviour

The following conduct on social media may be subject to discipline under the Discipline and Complaints Policy:

- a) Posting disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comments directed at an Individual, the Organization, a Member, or persons connected with the Organization or its Members.
- b) Posting images, altered images, or videos that are harmful, disrespectful, insulting, or otherwise offensive and that target an Individual, the Organization, a Member, or persons connected with the Organization or its Members.
- c) Creating or contributing to online forums, pages, or accounts that promote negative or disparaging commentary about the Organization, its Members, stakeholders, or reputation.
- d) Engaging in inappropriate personal or sexual relationships through social media where a power imbalance exists, including but not limited to relationships between Athletes and coaches, Directors and Officers, Committee Members and staff, officials and Athletes.
- e) Any form of cyber-bullying or cyber-harassment, including insults, threats, pranks, impersonation, spreading rumours or false information, or other harmful conduct carried out via social media, text message, or email.

All social media conduct may be subject to a complaint pursuant to the Discipline and Complaints Policy.

2.3 Individual's Responsibility

Individuals acknowledge that social media content may be visible to the public, including the Organization, Members, and other Individuals.

Where the Organization or a Member engages with an Individual's social media content (e.g., by sharing or reposting), the Individual may request that such engagement cease.

When using social media, Individuals must model behaviour appropriate to their role and status within the Organization or a Member.

Deleting or removing social media content after posting does not absolve an Individual from responsibility under this Policy or the Discipline and Complaints Policy.

Any Individual who believes that social media conduct may violate this Policy or other governing documents should report the matter in accordance with the Discipline and Complaints Policy.

3. UPDATE OF THE POLICY

The policy will be reviewed on an annual base, or as operational needs dictate.

4. ENTRY IN FORCE

This policy will enter into force on January 1, 2026.