



INTERNATIONAL TAEKWON-DO FEDERATION OF B.C.

SOCIAL MEDIA POSTING POLICY

Version 1.0
June 1, 2024

TABLE OF CONTENTS

TABLE OF CONTENTS 2
INTRODUCTION 3
CONTENT GUIDELINES..... 3
CONTENT REQUESTS 8
REVIEW AND APPROVAL 13

INTRODUCTION

1. Overview:
 - a. The ITF OF B.C. Social Media Content Policy defines the allowable uses and activities on the ITF OF B.C.'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 ITF OF B.C. to engage effectively with its followers. Through the establishment of clear guidelines, the ITF OF B.C. 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 ITF OF B.C.'s social media accounts.
3. Accounts:
 - a. This policy shall govern the use and interactions on the following ITF OF B.C. social media pages, but not limited to:

Website: <https://www.facebook.com/itfofbc> Username: @itfofbc

Website: <https://www.instagram.com/itfofbc/> Username: @itfofbc

CONTENT GUIDELINES

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

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

2. Engagement, Address, and Protocol:

- a. The ITF OF B.C. 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 Grand Master 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 ITF OF B.C.'s social media accounts will share ITF OF B.C. original content. No sharing of content from other accounts or repost on the ITF OF B.C.'s social media accounts unless:

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

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

(3) The shared content originates from an approved CR or special approval from the ITF OF B.C. Board of Directors.

b. Barring the above exceptions, the ITF OF B.C. shall always create ITF OF B.C. original text content. Text content shall be unique to the ITF OF B.C.'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 ITF OF B.C. 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. ITF OF B.C. Social-Media Graphic Standards:

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

(a) Announcements or statements from the ITF OF B.C..

(b) Announcement of ITF OF B.C. organized events.

(c) Information or updates for ITF OF B.C. organized events.

(d) Important or urgent notices.

e. Default Colour Palette and Design Theme:

- (1) The ITF OF B.C. 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 ITF OF B.C. logo will be at the bottom centre of the graphic.
- (2) The colours found in the flag of British Columbia 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 ITF OF B.C. 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 ITF OF B.C.'s affiliates.

5. Media Release Consent:

- a. Wherever possible, the ITF OF B.C. will collect consent from individuals who appear within content posted on the ITF OF B.C.'s social media pages. This includes individual or group pictures, whether the event is ITF OF B.C. organized or not. In the event of an objection, the ITF OF B.C. 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 ITF OF B.C. or any of its members will occur. The ITF OF B.C. 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-conformance. The social media accounts issue push notifications to Admins on all new comment. There are currently no comment filters enabled.
- c. ITF OF B.C. shall post comments and replies under the following guidelines:

- (1) The ITF OF B.C. shall only reply to comments in a professional manner.
- (2) The ITF OF B.C. shall express neutrality, and not show preference to a user, person, or club.
- (3) The ITF OF B.C. shall always use proper protocol.
- (4) The ITF OF B.C. shall not reply to comments in a personal or social manner.

d. Inappropriate Comment Procedure:

- (1) The ITF OF B.C. 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 ITF OF B.C., 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 ITF OF B.C., or its members.
 - (d) Interpreted as an advertisement or promotion of a specific club or business.
 - (e) Contravenes any ITF OF B.C. policy.
- (3) Upon discovery of inappropriate comments, the ITF OF B.C. 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 ITF OF B.C. if the nature of the comment(s) warrants further consideration.

7. Direct Communication with Followers via social media:

- a. The ITF OF B.C. shall adhere to correct communication channels. Under certain circumstances, contact with the ITF OF B.C. may occur through DM (Direct Message); however, is not the method to address concerns. Respect and proper protocol shall always be adhered to. The ITF OF B.C. will de-escalate the conflict via DM and redirect the individuals concerns to the ITF OF B.C. through their Head Instructor or the ITF OF B.C. President. All communication via DM will cease regarding the matter.
- b. The ITF OF B.C. reserves the right to ignore and/or block parties who contact the ITF OF B.C. via DM with the intent to:
 - (1) Submit defamatory comments about the ITF OF B.C., or its members.
 - (2) Be disrespectful.

- (3) Spam/flood the ITF OF B.C.'s DM inbox.

CONTENT REQUESTS

1. The opportunity for suitable 'community news' can be through various CRs and shared on the ITF OF B.C.'s social media pages. The submission of CRs shall be through email to the ITF OF B.C. 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 ITF OF B.C. to repost content of other accounts. Unlike other types of CRs, both ITF OF B.C. members and non-ITF OF B.C. 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 ITF OF B.C. 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 ITF OF B.C.'s affiliates.
 - (b) The content must have relevance to the ITF OF B.C.'s membership.
 - (2) Content originating from a ITF OF B.C. or non-ITF OF B.C. 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. ITF OF B.C. Members who participate in a course or event may request a mention in the form of a post on the ITF OF B.C.'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 ITF OF B.C. Registered Dojang and are in good standing with the ITF OF B.C..
 - d. Content Template:
 - (1) The content caption template shall consist of the text caption and a graphic. The text caption shall be a ITF OF B.C. Original text caption which includes:
 - (a) Summary of the event.
 - (b) First and last names of the ITF OF B.C.'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 ITF OF B.C.'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 ITF OF B.C. Registered Dojang and are in good standing with the ITF OF B.C..
 - (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 ITF OF B.C. original text caption which includes:
 - (a) Summary of the event.
 - (b) First and last names of the ITF OF B.C. 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 ITF OF B.C. 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. ITF OF B.C. logo at the bottom of the graphic.
 - (3) If the event is a ITF OF B.C., 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 ITF OF B.C. Graphic Standards will apply.
6. Member Event Advertising:
- a. ITF OF B.C. members organizing ITF OF B.C. sanctioned events may apply to have their event announced on the ITF OF B.C.'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 ITF OF B.C. member may request the ITF OF B.C. 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 ITF OF B.C. members but can have rank-based restrictions.
 - (b) Observe ITF OF B.C., 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 ITF OF B.C., CTFI, and ITF.
 - (f) The event must qualify for the ITF OF B.C.'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 ITF OF B.C.'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 ITF OF B.C. organized event.
 - (3) The use of an event poster or graphic can occur or alternatively, a modified ITF OF B.C. 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. The original version of this policy was approved by the ITF OF B.C. Board of Directors on the 1st day of June 2024.

Reviewed by:
David White
ITF OF B.C. President
31 May 2024