



BASEBALL ALBERTA

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BASEBALL ALBERTA SOCIAL MEDIA POLICY

POLICY STATEMENT

- Baseball Alberta recognizes the value of social media and the importance of social media as a key method of information exchange for participants in Baseball Alberta leagues and activities. The terms “social media” encompasses public communications through such Internet media and websites as Twitter, Facebook, MySpace, LinkedIn, and any other electronic network that allows users to communicate electronically.
- Baseball Alberta is committed to providing a sport environment in which all individuals are treated with respect and dignity. Each individual has the right to participate in an environment, including the social media information environment, which is free from inappropriate, inflammatory, or offensive content.

APPLICATION

- This policy applies to all categories of members in Baseball Alberta, as well as to all individuals engaged in activities with or employed by Baseball Alberta, including, but not limited to, athletes, coaches, officials, volunteers, directors, officers, team managers, team captains, and volunteers supporting sport activities.

SOCIAL MEDIA GUIDELINES

- Baseball Alberta treats individuals participating in its programs and activities who use social media to share information to the same standards as it does for other forms of media including radio, television, and print. In other words, information published on social media should be information that an individual would feel comfortable sharing with a journalist and having quoted in a newspaper.
- Each individual needs to use his/her best judgment at all times – pause before posting or sending. Once comments are sent or posted, they cannot be retracted. Ultimately, the individual is solely responsible for his/her comments.
- Refrain from divulging confidential information of a personal or team related nature. Only divulge information that is considered public.
- Everyone including Association members, officials, players, coaches, sponsors, and volunteers can review social media communications. It is expected that individuals will be aware of this and conduct themselves in an appropriate and professional manner at



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all times.

- If in doubt, don't post or send it.

SOCIAL MEDIA VIOLATIONS

The following are examples of communications through social media that are considered violations of this policy and may be subject to the Baseball Alberta Discipline Policy.

- Any statement deemed to be publicly critical of Baseball Alberta officials or detrimental to the welfare of a member Association, Team, or Individual.
- Negative or derogatory comments about any of the Team, Association, League, Official, Coach, Player, or any other stakeholder in Baseball Alberta programs or activities.
- Any form of bullying, harassment, intimidation, or threats against Players, Coaches, or Officials.
- Photographs or other multimedia content which reflects negatively upon Players, Coaches, or Officials including but not limited to aspects such as alcohol abuse, public intoxication, hazing, or other conduct prohibited by Baseball Alberta policy.
- Any content that discriminates on the basis of age, gender, disability, race, sexual orientation, or religion.
- Online activity that is meant to alarm other individuals or to deliberately misrepresent fact or truth.

DISCIPLINE

Baseball Alberta will investigate reported violations of this policy in the manner set out in the Discipline Policy for other types of violations. Based on this investigation, discipline, if any, will be imposed in accordance with the Discipline Policy of Baseball Alberta.

APPEALS

All discipline imposed by Baseball Alberta is subject to appeal in accordance with Baseball Alberta's Appeal Policy.