

**MELVILLE MINOR BALL ASSOCIATION
SOCIAL MEDIA AND NETWORKING POLICY
April 2014**

1. INTRODUCTION

For the purpose of this Social Media and Networking Policy, the policy will encompass public communications through such internet mediums and websites as Twitter, Facebook, MySpace, LinkedIn, Foursquare and any other social media network that allows users to communicate online as well as other forms of electronic communication, but not limited to, methods such as 'BBM' or 'texting'.

The policy will be applicable to all members of the Melville Minor Ball Association (MMBA), including Directors, Teams, MMBA members and staff, on-field and off-field officials, players, players' family members and supporters.

MMBA recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. MMBA also respects the right of all Teams and Association personnel to express their views publicly. At the same time we must be aware of the dangers social media and networking can present.

The purpose of this policy is to educate the MMBA Community on the risks of social media and to ensure all Teams and Association personnel are aware that conduct deemed to be inappropriate may be subject to disciplinary action by the **Team and/or Melville Minor Ball Association. Actions can also be taken to the League for further disciplinary action.**

2. SOCIAL MEDIA GUIDELINES

- a) MMBA holds the entire Ball Community who participates in social media and networking to the same standards as it does for all other forms of media including radio, television and print.
- b) Comments or remarks of an inappropriate nature which are detrimental to a Team, the Association or an individual will not be tolerated and will be subject to disciplinary action.
- c) It should be recognized that social media and comments such as "texting" are on the record and can be instantly published and available to the public and media. Everyone including Association and/or Team personnel, players, corporate partners and the media can review social media communications. You should conduct yourself in an appropriate and professional manner at all times.
- d) Refrain from divulging confidential information of a personal or team related nature. Avoid revealing business or game strategy that could provide another team or individual a competitive advantage. Furthermore, do not discuss injury information about any player. Only divulge information that is considered public.
- e) Use your best judgment at all times – pause before posting or sending. Once your comments are posted or sent they cannot be retracted. Ultimately, you are solely responsible for your comments.
- f) If requested to participate in an online network, as a direct result of your affiliation with or participation in MMBA, MMBA recommends that you request approval from the Association.

g) Players or ball operations staff is not permitted to participate in social media or networking two (2) hours prior to the start of a game and at least one (1) hour following the completion of a game.

3. SOCIAL MEDIA VIOLATIONS

The following are examples of conduct through social media and networking mediums that are considered violations of the MMBA Social Media and Networking Policy and may be subject to disciplinary action by the **Team and/or Melville Minor Ball Association. Actions can also be taken to the League for further disciplinary action.**

a) Any statement deemed to be publicly critical of Association officials or detrimental to the welfare of a member Team, the Association or an individual.

b) Divulging confidential information that may include, but is not limited to the following:

- player injuries;
- trades or other player movement;
- game strategies; or
- any other matter of a sensitive nature to a member Team, the Association or an individual.

c) Negative or derogatory comments about any of the Teams, Melville Minor Ball Association, MMBA staff, programs, stakeholders, players or any member of a MMBA Board.

d) Any form of bullying, harassment, intimidation or threats against players or officials.

e) Photographs, video or comments promoting negative influences or criminal behavior, including but not limited to:

- drug use,
- alcohol abuse,
- public intoxication,
- hazing
- sexual exploitation, etc.

f) Online activity that contradicts the current policies of the MMBA or any of its member Associations.

g) Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with the MMBA policies and regulations on these matters.

h) Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

4. DISCIPLINE

The Melville Minor Ball Association Executive, will investigate reported violation(s) of this policy. If the investigation determines that a violation has occurred, Melville Minor Ball Association, League and/or the Chairperson of Ball will impose an appropriate suspension or dismissal from the league. Any appeal of the suspension or dismissal from the association will need to be sent by letter to the MMBA Board for review.

5. SUMMARY

When using social media and networking mediums, the Ball community should assume at all times they are representing MMBA and/or its member Associations or Teams. All members of the Ball community should remember to use the same discretion with texting, etc., social media and networking as they do with other traditional forms of media.

Should the identity or image of any member of the Ball community be used in social media and networking without the Individual, Team or Association authorization, this is considered to be identity theft. Please notify your MMBA Board or the Chairman of Ball immediately. Any use of a player or team member's image or likeness without the written consent of the MMBA is strictly prohibited.