



BC Amateur Baseball Association

#310 – 15225 104th Avenue, Surrey, BC V3R 6Y8

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Social Media Policy

(1.0) Introduction

Baseball BC believes in fostering a safe, welcoming, and inclusive environment for participants. Social media is a beneficial and useful tool for connecting individuals, promoting the sport of baseball, and engaging the baseball community. Baseball BC is committed to promoting the responsible use of social media. The purpose of this policy is to set expectations for social media use.

This policy should be read in conjunction with Baseball BC's Locker Room Policy, which restricts the use of technology within any indoor area where athletes are reasonably likely to dress and undress

(2.0) Definitions

(2.1) Social Media

Social media is defined as any form of online or interactive media, including but not limited to, profiles, commentary, writings, photographs, images, posts, logos, audio, and video that is shared on platforms.

(2.2) Platforms

A platform is defined as any technology intended to create virtual connections on the internet. Examples of platforms include, but are not limited to, Facebook, Instagram, Twitter, Myspace, blogs, FaceTime, email, text messaging, message boards, and websites.

(2.3) Technology

Technology is defined as any electronic device that is used to communicate with others through social media platforms or other means.



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(3.0) Application

This policy is applicable to all individuals within the baseball community, including but not limited to, coaches, athletes, spectators, parents/guardians, members of the Board of Directors, staff, employees, and umpires. Furthermore, this policy is applicable to teams, associations, and member organizations.

(3.1) Individuals

This policy is applicable to individuals when

- Their social media content is connected to Baseball BC activities in any way.
- Their social media content is disseminated during any Baseball BC sanctioned activity, whether that activity occurs on or off the field. This includes team travel to Baseball BC sanctioned activities.

(3.2) Teams, Associations, and Member Organizations

This policy is applicable to all content disseminated on the social media platforms of teams, associations, and member organizations, who participate in Baseball BC sanctioned activities, regardless of whether the content is related to baseball activities.

(3.3) Employees, Staff, Contractors, and Members of the Board of Directors

Individuals working or volunteering for Baseball BC in any capacity are expected to role model appropriate social media conduct. This policy shall apply to all social media and other electronic communication from such individuals, regardless of whether it is baseball related.



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(4.0) Differing Perspectives and Conflict Resolution

Baseball BC acknowledges that social media provides a platform for sharing perspectives and calling out unacceptable conduct. While sharing one's perspective and potentially disagreeing with others or calling out unacceptable conduct is not prohibited under this policy, such communications must be respectful and consistent with the expectations of this policy and the Code of Conduct. Social media platforms are often not the best place for resolving problems. Individuals are encouraged to solve problems through direct, private contact with others. When participants are not able to mutually address problems, they are encouraged to report misconduct to Baseball BC through official channels and processes, instead of using public social media platforms.

(5.0) Prohibited Conduct

The following is prohibited on social media:

- Any conduct that is in violation of Baseball BC policies or Code of Conduct
- Bullying, harassment, threats, promotion of violence, and intimidation
- Conduct which promotes non-compliance with the law
- Intentional misrepresentations of the truth
- Content that marginalizes individuals, based on but not limited to, their colour, ethnicity, sexual orientation, race, gender, ancestry, sex, national origin, age, disability, or religion
- Content that is racist, sexist, or ageist
- Profanity, including homophobic language
- Comments that are personally insulting or damaging to others
- Comments that bring the game into disrepute



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- Information that could reasonably be construed as originating from Baseball BC without receiving proper authorization
- Use of Baseball BC's logo, mark, or written, photographic, video, or audio property without authorization
- Sharing confidential or proprietary information about Baseball BC or its employees or agents, including, for example, financial or medical information
- Content that is personally insulting against other individuals
- Questioning the impartiality of umpires or other officials
- As it applies to umpires and officials, content that is critical of any individual or team that may lead to questions of impartiality in the future, as well as any details related to misconduct, such as but not limited to, ejections

The above expectations apply to all social media content regardless of whether an individual is initiating communication, responding to communication, or defending themselves on social media.

(6.0) Best Practice Considerations

Participants are encouraged to follow best practice when using social media. Examples of best practice include:

- Educating participants on this policy and their social media responsibilities
- Pausing before using social media when one is upset
- Recognizing the permanent nature of social media
- Recognizing that private communications are only private so long as they are not subsequently shared by others
- Remembering that comments can be construed as being representative of a team or organization instead being one's individual opinion



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- Considering waiting 30-60 minutes after a game before using social media
- Considering what one's parents/guardians or grandparents would think if they viewed the content
- Considering how the content may impact one's current or future employment

(7.0) Use of Technology by Athletes

During Baseball BC sanctioned team activities, coaches may reasonably limit athlete use of technology and social media. Such limitations may include when, where, and in what form, technology and social media is permitted. For example, coaches may prohibit athletes from using technology during certain team events, such as team meals, or after a certain time of day.

Coaches are required to allow athletes to have reasonable communication with their parents/guardians.

(8.0) Reporting & Enforcement

Individuals are encouraged to report violations of this policy to Baseball BC.

When responding to violations of this policy, Baseball BC will determine whether an educational or disciplinary approach is most appropriate.

Education may be appropriate for minor violations of this policy where an individual, often a minor athlete, may not be aware of social media expectations. Education may involve requesting that an individual delete or retract social media content and/or engage in restorative practices with those impacted.

When disciplinary actions are required for violations of this policy, the Baseball BC discipline committee will have jurisdiction and the discipline policy shall apply.

When this policy is violated by a team, association, or member organization, Baseball BC will make its best effort to identify the individual(s) responsible for the content. Teams, associations, and members are expected to support a disciplinary investigation by identifying such individuals. When Baseball BC is unable to identify the individual responsible, an individual in a leadership position may be held accountable and subject to discipline. For example, a head coach may be held accountable for content on a team's Twitter account or website.



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Furthermore, in the case of teams, associations, and member organizations, Baseball BC may impose financial consequences as a form of discipline.

Violations of section 3.3 of this policy, may be dealt with through human resources, per the individual's employment contract, as opposed to through the discipline committee.