



Social Media Policy

Intent

This document is designed to provide guidance to all Baseball Ontario Employees, Members of Board of Management, Members of Councils, Affiliated Associations, Local Associations, Coaches, Players, Umpires, and Volunteers (hereinafter referred to as Individuals) regarding the appropriate use of social media by individuals associated with Baseball Ontario and its Affiliated Associations. Social Media is defined as any form of online media or use of sites that apply technology to facilitate social interaction, including, but not limited to profiles, commentary, writings, photographs, images, logos, and audio or video files posted on outlets including, but not limited to Facebook, Twitter, Instagram, LinkedIn, YouTube, LinkedIn, Wikipedia, blogs, podcasts, message boards, and websites.

Guidelines

Individuals may not at any time engage in the following conduct with respect to the use of Social Media:

- Displaying or transmitting content via Social Media in a manner that reasonably could be construed as an official public communication of any Baseball Ontario entity or attributed to Baseball Ontario unless authorized to do so by the President of Baseball Ontario.
- Use of Baseball Ontario's logo, mark, hashtag, links, or other property in any way that may indicate Baseball Ontario's approval of content, create confusion as to attribution or jeopardize Baseball Ontario's legal rights with respect to a logo or mark unless authorized to do so by the President of Baseball Ontario.
- Displaying or transmitting content that reasonably could be viewed as inflammatory, disparaging, or damaging to Baseball Ontario, its Affiliated Associations, sponsors, and partners.
- Displaying or transmitting confidential or proprietary information on any of Baseball Ontario's social media pages.
- Displaying or transmitting content that questions the impartiality or otherwise denigrates a Baseball Ontario umpire.
- Displaying or transmitting content that reasonably could be viewed as discriminatory, bullying, harassing, or content that threatens, promotes, or advocates the use of violence against an individual or group of individuals.
- Displaying or transmitting content that contains obscene or sexually explicit language, images, or acts.
- Displaying or transmitting content that violates applicable local, provincial, or federal law or regulations (including copyright laws without attribution).

Photography

Consent is required prior to posting any photographs of individuals, when used for the purpose of monetary gains.

Enforcement

All violations of this policy should be reported to the Baseball Ontario office. Individuals engaging in conduct prohibited by this policy may be subject to disciplinary action up to and including termination or expulsion.

Document Revision History:

| Date | Name | Role | Comments |
|-------------|---------------------|-------------|---|
| 12-Feb-17 | Board of Management | | Approved |
| 13-Sep-20 | Justin Snively | VP | General review and update to reflect constitutional changes |
| 15-Oct-20 | Board of Management | | Approved |