

SCARBOROUGH STINGERS BASEBALL CLUB SOCIAL MEDIA USE POLICY

Definitions

1. The following terms have these meanings in this Policy:
 - a) “Social media” – The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, YouTube, Instagram, Snapchat, Facebook, and Twitter
 - b) “Scarborough Stingers-branded social media” – Official social media engagement by Scarborough Stingers, including Scarborough Stingers’ Facebook page(s), Twitter feed, Instagram accounts, YouTube channels, blogs, websites, or other social media engagement
 - c) “Representative” – All individuals employed by, or volunteers engaged in activities on behalf of Scarborough Stingers
 - d) “Members” – All individuals defined as members in the Scarborough Stingers by-laws, including all players and parents

Purpose

2. Scarborough Stingers encourages the use of social media by its Representatives to enhance internal and external communication, build the Scarborough Stingers brand, and interact with members and the public. This policy has set boundaries and standards for Representatives’ and Members’ social media use

Application of this Policy

3. This Policy applies to all Representatives and Members.

Representatives’ and Members’ Responsibilities

4. Scarborough Stingers Representatives or Members will not:
 - a) Use social media for the purpose of any illegal activity
 - b) Impersonate any other person or misrepresent their identity, role, or position with Scarborough Stingers
 - c) Display preference or favouritism with regard to teams, athletes, or other members
 - d) Upload, post, email, or otherwise transmit:
 - i. Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive of another person’s privacy, or otherwise objectionable
 - ii. Any material which is designed to cause annoyance, inconvenience, or needless anxiety to others
 - iv. Any material that is considered Scarborough Stingers’ confidential information or Members’ personal information
 - e) Participate in any instance of cyber-bullying or cyber-harassment between one Member and another Member (including a teammate, coach, opponent, volunteer, or official)
 - i) incidents of cyber-bullying and cyber-harassment can include but are not limited to the following conduct on any social medium, via text-message, or via email: regular insults, negative comments, vexatious behaviour, pranks or jokes,

- threats, posing as another person, spreading rumours or lies, or other harmful behaviour.
5. Representatives shall refrain from discussing matters related to Scarborough Stingers or its operations on Representatives' personal social media. Instead, matters related to Scarborough Stingers or its operations should be handled through more official communication channels (like email) or through Scarborough Stingers-branded social media.
 7. Representatives shall use a clear and appropriate writing style.

Scarborough Stingers' Responsibilities

8. Scarborough Stingers will:
 - a) Ensure that Representatives only use social media in a positive manner when connecting with others
 - b) Properly vet and understand each social medium before directing Representatives to engage with, or create, Scarborough Stingers-branded social media
 - c) Monitor Representatives' and Members' use of social media

Enforcement

9. Failure to adhere to this Policy may permit discipline in accordance with Scarborough Stingers Discipline Policy

SOCIAL MEDIA GUIDELINES FOR COACHES AND ATHLETES

Definitions

1. The following term has this meaning in these Guidelines:
 - a) "*Social media*" – The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, YouTube, Facebook, Instagram, Snapchat, and Twitter

Purpose

2. These Guidelines provide coaches and athletes with tips and suggestions for social media use. Coaches and athletes are strongly encouraged to develop their own strategy for social media use and ensure that their strategy for social media use is acceptable pursuant to Scarborough Stingers *Code of Conduct* and *Social Media Use Policy*
3. These Guidelines are not rules but rather suggestions for encouraging appropriate use of social media

Social Media Guidelines for Coaches

4. The following tips should be used by coaches for social media use:
 - a) Choosing not to engage with social media is an acceptable social media strategy.
 - b) Despite what Facebook says, you are not actually "friends" with athletes. Resist commenting on athletes' personal activities, status updates, or tweets on Twitter

- c) Coaches may not demand access to an athlete's private posts on Twitter or Facebook
- d) Do not "friend" athletes on Facebook unless they request the connection. Never pressure athletes to "friend" you
- e) If you accept some "friend" requests, or follow one athlete on Twitter, you should accept all friend requests and follow all the athletes
- f) Seek permission from athletes before posting pictures or videos of the athletes on publicly available social media like a blog or on YouTube
- g) Do not use social media to 'trap' athletes if they say one thing to you in person but their social media activity reveals they were doing something different
- h) Keep selection decisions and other official team business off social media
- i) Never require athletes to join Facebook, join a Facebook group, subscribe to a Twitter feed, or join a Facebook fan page about your team or organization
- j) Ensure that parents are aware that some coach-athlete interactions may take place on social media platforms
- k) Exercise appropriate discretion when using social media for your own personal communications (with friends, colleagues, and other athletes) with the knowledge that your behavior may be used as a model by your athletes
- l) Be aware that you may acquire information about an athlete that imposes an obligation of disclosure on your part (such as seeing pictures of underage athletes drinking during a trip)
- m) Attempt to make communication with athletes in social media as one-sided as possible. Be available for athletes if they initiate contact via social media but avoid imposing yourself into an athlete's personal social media space unless explicitly requested to do so

Social Media Guidelines for Athletes

5. The following tips should be used by athletes for social media use:
 - a) Set your privacy settings to restrict who can search for you and what private information other people can see
 - b) Coaches, teammates, officials, or opposing competitors may all add you on social media platforms. You are not required to follow, add or friend anyone
 - c) If you feel harassed by someone in a social medium, report it to your coach or a Scarborough Stingers Representative
 - e) Content posted on a social medium, relative to your privacy settings, is considered public. In most cases, you do not have a reasonable expectation of privacy for any material that you post
 - f) Avoid posting pictures of, or alluding to, participation in illegal activity such as: speeding, physical assault, harassment, drinking alcohol (if underage)
 - g) Model appropriate behaviour in social media befitting your status as: a) an elite athlete, and b) a member of your team and of Scarborough Stingers Baseball Club
 - h) Be aware that your public Facebook page, Instagram or Twitter feed may be monitored by your team, coach, or by Scarborough Stingers and content or behaviour demonstrated in social media may be subject to discipline