

SECTION FOUR: OPERATING POLICIES

POLICY 4006– SOCIAL MEDIA

Effective date: November 24, 2012

Revision date: March 12, 2016

Policy 4006– Social Media

Definitions

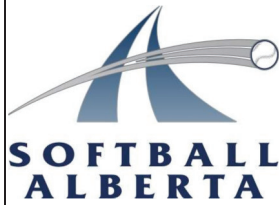
1. The following terms have these meanings in this policy:
 - “*Social media*” – the catch-all term that is applied broadly to computer-mediated communication media such as blogs, *Facebook*, *Flickr*, *Instagram*, *LinkedIn*, *Snapchat*, *Tumblr*, *Twitter*, *YouTube*, etc.
 - “*Members*” –refers to all categories of membership as defined in the Bylaws of Softball Alberta, as well as all individuals employed by or engaged in activities with Softball Alberta, including but not limited to, directors, committee members, players, coaches, umpires, volunteers, officers, managers and administrators.

Purpose

2. Softball Alberta is aware that *Member* interaction and communication occurs frequently on social media and online collaboration platforms are fundamentally changing the way we engage with each other. Softball Alberta also recognizes that there is value in online social media tools for connecting with members, friends, supporters and volunteers.
3. The purpose of this policy is to serve as a guide of how *Members* should conduct themselves while using social media platforms.

Guidelines

4. **Protect your own privacy.** *Members* should recognize that they are personally responsible for the content they publish on social media sites. Be mindful of posting information that you would not want the public to see; what you publish is public and will be for a long time, so consider the content carefully and also be cautious about disclosing personal details.
5. **Be Honest.** Do not blog anonymously, using pseudonyms or false names. We believe in transparency and honesty. Use your real name and, where relevant, identify your role with Softball Alberta when discussing Softball Alberta related matters. Do not say anything that is dishonest, untrue or misleading. If you have a vested interest in something you are discussing, point it out; but you must make it clear that you are speaking for yourself and not on behalf of Softball Alberta.
6. **Be mindful of your status.** *Members* must use common sense in disclosing information about Softball Alberta and others; and adhere to all applicable policies, namely code of conduct, conflict of interest and confidentiality.
7. **Respect your audience.** The public in general and our *Members* reflect a diverse set of customs, values and points of view. Language on social networking sites is very casual; don’t use comments, contents or images that are disparaging, discriminatory, harassing, libelous, or engage in any conduct that would not be acceptable in a normal workplace. Show proper consideration for other’s privacy and for topics that may be considered objectionable or inflammatory.
8. **Try to add value.** Provide worthwhile information and perspective. If you make an error, be up front about your mistake and correct it quickly. If you modify an earlier post, make it clear that you have done so. If you are accused of posting something improper, deal with it quickly – best to remove it immediately. If you see misrepresentations made about Softball Alberta or its affiliates, you may point



SECTION FOUR: OPERATING POLICIES

POLICY 4006– SOCIAL MEDIA

Effective date: November 24, 2012

Revision date: March 12, 2016

that out; but do so with respect and with the facts. Make sure what you are saying is factually correct.

9. **Use your best judgement.** Remember that there are always consequences to what you publish. If you are about to publish something that makes you even the slightest bit uncomfortable, review the suggestions above and think about why that is.

Conduct and Behaviour

The following social media conduct may be considered infractions under the Harassment Policy:

10. Posting disrespectful, hateful, insulting, disparaging, harmful, or otherwise negative comments that is directed at *Members* or at other persons connected with Softball Alberta, Softball Canada and/or other National Federations, the International Softball Federation and related events.
11. Creating or contributing to a Facebook group, webpage, blog, or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about Softball Alberta, Softball Canada or its reputation and other National Federations, the International Softball Federation and related events.
12. Posting a picture, altered picture, or video on a social medium that is harmful, disrespectful, insulting, or otherwise offensive, and that is directed at *Members* or at other persons connected with Softball Alberta, Softball Canada or its reputation and other National Federations, the International Softball Federation and related events.
13. Any instance of cyber-bullying or cyber-harassment between one *Member* and another *Member* (including a teammate, coach, opponent, volunteer, or official), where 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 rumors or lies, or other harmful behaviour.
14. Any instances of bringing the game of softball into disrepute.

Consequences

15. Unacceptable content, if brought to the attention of Softball Alberta, may give rise to discipline in accordance with Softball Alberta's Handbook and the Bylaws or the Softball Alberta Confidentiality, Code of Conduct, and Harassment Policies. Any Softball Alberta ruling made shall be final with no right of appeal.