



Social Media Policy & Guidelines for Athletes, Coaches, Parents, Support Staff and all NEZ Sanctioned Board Positions

Participating as an athlete, coach, support staff or board member for NEZ baseball programs is a privilege. As such, you are a representative of the NEZ Sports Council, The Edmonton Padres, Baseball Alberta, Baseball Canada, your team and your teammates, and as such you are ALWAYS in the public eye – whether in competition, off the field, or online.

Players, Coaches, Parents, Board Members and Support Staff, “hereinafter referred to as (PCPBS)”.

NEZ Sports Council expects all of its members involved to conduct themselves in a manner that will not discredit their team, the council, or the associations governing our sports. These expectations extend to the activities in social media.

Social media is defined as websites and mobile applications that enable users to create and share content or to participate in social networking. Examples of social media include, but are not limited to: Instagram, Twitter, Facebook, Snapchat, YouTube, YikYak, Whisper, LinkedIn, Podcasts, Blogs, Myspace, etc.

As an athlete, coach, parent or leader, it is important to remember how powerful online communication can be and the significant impact it can have on an individual, friends, family, teammates and an athletic program either immediately or in the future. Your career as a member of NEZ Sports is one that will model professionalism; your behavior, online and otherwise, can either help or hinder your future.

SOCIAL MEDIA POLICY

The NEZ Sports Council recognizes its participants rights to fully participate in social media; however, it maintains and will enforce the following expectations of all participants (Players, Coaches, Parents, Board Members and Support Staff).

- Any (PCPBS) will not post sexist, racist, obscene or profane material of any kind
- (PCPBS) will not use social media to degrade, demean, attack or threaten any person, school, organization, etc. Cyber-bullying of any kind will not be tolerated.
- (PCPBS) will not post material of acts that are in violation of Federal, Provincial or Municipal laws, policies or rules.
- (PCPBS) will not post materials that reflect negatively on themselves, the NEZ Sports Council, their respective teams or other associations.
- (PCPBS) will not post materials that are in violation of Baseball Alberta and/or Baseball Canada rules and regulations (examples: sharing of injury statuses, sports wagering)

SANCTIONS:

In addition to team policies and consequences, additional sanctions may be imposed by the Baseball Director and NEZ Sports Council Board to include but not limited to:

1. Notification of the violation of the Social Media Policy, requiring the removal of unacceptable content
2. Suspension from a team, and the NEZ sports Council.
3. Further sanctions in line with the NEZ Code of Conduct and Bylaws.

KEY POINTS TO REMEMBER WHEN SOCIALLY SHARING OR ONLINE:

There is no difference between your online persona and your real-life persona.

- Nearly all employers use social media background checks prior to hiring.
- Regardless of intent, what you post online has real world consequences.

The internet is forever.

- Regardless of your privacy settings, everything is saved online.
- Snapchat does not actually disappear, and can easily have content “screen-shotted,” as can all other forms of online communication.
- Courts can subpoena all digital media, including text messages.
- Once you post or share any form of media, that application technically has usage rights.

What you associate with becomes who you are perceived to be regardless of intent.

- What are you sharing, liking and commenting on?
- What are your friends “tagging” you in?

Your social media accounts are your brand.

- How are you choosing to represent yourself? Are you sending the right message about yourself to the public? What does your social media portfolio say about you?
- Coaches, Graduate School Admissions, Potential Employers ALL use social media as a reference check.
- If asked right now, would you want an administrator, coach, or employer to see your online persona?

TIPS FOR SUCCESSFUL SOCIAL MEDIA USAGE

Think First.

- Once you post online, it is available to anyone – even if you limit access to your site. Privacy is important to safe guard yourself and your identity, but do not use privacy settings to mask poor online behavior.
- Mindful Photography - Be Accurate - Make sure your online persona is true to who you are.
- Is your job/education information accurate?
- Even if it was accidental, out-of-date or inaccurate information can make it appear you are misrepresenting yourself.
- Be Authentic - Part of self-expression is taking responsibility for your own thoughts, opinions and actions. Using an alias, or an identity other than your own, is disingenuous and could lead to legal ramifications.
- If you feel the need to use an alias, that means you don't want to be associated with what you are sharing, so that means it probably is not a good idea to begin with.
- Be Respectful - Social media should not be used to defame, attack or disrespect other people or associations.
- If you wouldn't say it to someone directly, do not share it socially.
- Freedom of Speech will not absolve you from the consequences of your actions, words or expressions.

Social Media Policy and Procedure

NEZ Sports Council Community Baseball Programs

Edmonton Padres Baseball Programs

Version 1.0

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