

SOFTBALL ONTARIO SOCIAL MEDIA POLICY

DEFINITIONS

1. The following terms have these meanings in this Policy:
 - a) “*Social media*” – The catch-all term that is applied broadly to computer-mediated communication media such as blogs, YouTube, Facebook, Instagram, Tumblr, Forum and Twitter, etc.
 - b) “*Member*”- All categories of membership defined in the Softball Ontario Bylaws, as well as all individuals employed by or engaged in activities with Softball Ontario, including but not limited to, athletes, coaches, officials, volunteers, directors, officers, team managers, team captains, medical and paramedical personnel, administrators and employees.
 - c) “*Case Manager*” – The person or organization appointed by Softball Ontario to oversee management and administration of complaints.

PREAMBLE

2. Softball Ontario is aware that Member interaction and communication occurs frequently on Social Media. Softball Ontario cautions Members that any conduct falling short of the standard of behaviour required by the Softball Ontario’s Policy Relating to Member Conduct will be subject to the disciplinary sanctions identified within the Softball Ontario’s Policy Relating to Member Conduct.

APPLICATION

3. This Policy applies to all Members as defined in the Definitions.

CONDUCT AND BEHAVIOUR

4. Per the Softball Ontario’s Policy Relating to Member Conduct, the following Social Media conduct may be considered minor or major infractions at the discretion of the Case Manager:
 - a) Posting a disrespectful, hateful, insulting, or otherwise negative comment on a personal blog, in a Facebook post or note, or as a Tweet on Twitter, that is directed at Members or at other persons connected with Softball Ontario, Softball Canada and/or other National Federations, the International Softball Federation and related events.
 - b) Posting a disparaging or harmful comment on a personal blog, in a Facebook post or note, or as a Tweet on Twitter, that is directed at Softball Ontario, Softball Canada and/or other National Federations, the International Softball Federation and related events.
 - c) 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 Ontario, Softball Canada or its reputation and other National Federations, the International Softball Federation and related events.
 - d) Posting a picture, altered picture, or video on Facebook, Tumblr, Twitter, YouTube, or other social medium that is harmful, disrespectful, insulting, or otherwise offensive, and that is directed at Members or at other persons connected with Softball Ontario, Softball Canada and other National Federations, the International Softball Federation and related events.
 - e) 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 rumours or lies, or other harmful behaviour.
 - f) Any instance of bring the game of softball into disrepute.
5. All conduct and behaviour occurring on Social Media may be subject to the Softball Ontario’s Policy Relating to Member Conduct at the discretion of the Case Manager.

MEMBER RESPONSIBILITIES

6. Members must be aware that their Social Media use may be monitored by Softball Ontario or its Member Associations or local softball associations.
7. When using Social Media, a Member must model appropriate behaviour benefitting the Member's status as a member of Softball Ontario.
8. Removing content from Social Media after it has been posted (either publicly or privately) does not excuse the Member from being subject to the Softball Ontario's Policy Relating to Member Conduct.
9. A member who believes that the Social Media use by another member is inappropriate or may violate of Softball Ontario's policies and procedures should report the matter to Softball Ontario in the manner outlined by the Softball Ontario's Policy Relating to Member Conduct.

Policy Name: Social Media

Ratification Date: December 4, 2016

Review Date: December 4, 2019