

West Hill Softball

SOCIAL MEDIA POLICY

1. **Purpose** - Social media platforms are a great way for members of our association to connect with friends, family teammates and supporters. This policy is to ensure that all members of the West Hill Softball (WHS) Association conduct themselves in a responsible and safe manner when using social media platforms.

When using social media, the actions of one can affect the image of all. Remember, WHS is an association dedicated to amateur, youth athletics that is based on promoting enjoyment, fun and sport development in a respectful and fair play environment.

2. **Definitions**

“Social Media” – a term that is applied broadly to computer-based communication media, including but not limited to, blogs, Twitter, Facebook, YouTube, Instagram, TikTok, SnapChat, etc.

“West Hill Softball Association Member” – all categories of being a member in the association as well as all individuals employed by or engaged in activities with West Hill Softball Association, including but not limited to, athletes, coaches, officials, volunteers, directors, officers, team managers, team captains, administrators, and employees.

3. Social Media Conduct Considered to be Infractions to this Policy and Subject to Zero-Tolerance:

- a) Posting hateful, insulting, disrespectful, disparaging, harmful or any other type of negative comment on a personal blog, Facebook post, as a Tweet on Twitter, Instagram, etc. that was directed at affiliates or other persons connected with or are West Hill Softball Association members and/ or Calgary Minor Softball Association members, and related events.
- b) Contributing to and/or creating a Social Media group, website, platform devoted solely or in part to promote negative remarks about West Hill Softball Association and/or Calgary Minor Softball Association or their reputations and related events.
- c) Posting picture(s), altered picture(s), or video(s) on a Social Media platform that is hateful, insulting, disrespectful, disparaging, harmful, or offensive, and that is directed at affiliates and/or affiliations of West Hill Softball Association and/or Calgary Minor Softball Association and related events.
- d) Any type or instance of cyber-bullying or cyber-harassment between one affiliate and another affiliate (including a teammate/player, coach, opponent, volunteer, and/or official). Incidents can include but are not limited to the following conduct on any social medium, via text-message, via email: regular insults, negative comments, discomforting behavior, pranks or jokes, threats, posing as another person, spreading rumors or lies, or other harmful behavior(s).
- e) Any instance(s) of bringing discredit to the game of softball.

4. Responsibility of West Hill Softball Association Members:

- a) Members must be aware that their Social Media usage may be monitored by West Hill Softball Association.
- b) The removal of content from Social Media after it has posted does not remove the member from being subject to the policy.
- c) A member that believes social media being used by another member inappropriately and/or violates this policy, should report the incident to West Hill Association Board.

5. Potential Consequences:

- a) Unacceptable content, if brought to the attention of the West Hill Softball Association Member or Board or the Calgary Minor Softball Association, may result in disciplinary action in accordance with Westhill Softball Association Bylaws, Calgary Minor Softball Association's Handbook and the Bylaws or the West Hill Softball Association Privacy, Code of Conduct and Abuse and Harassment Policies.
- b) Any disciplinary action will be decided upon by the Disciplinary Committee of the West Hill Softball Board or Calgary Minor Softball Association.
- c) This is a zero-tolerance policy and any ruling made shall be final with no right to appeal.