



## BC Baseball Umpires Association

### Social Media Policy

#### **(1.0) Introduction**

The BCBUA believes in fostering a safe, welcoming, and inclusive environment for participants. Social media is a beneficial and useful tool for connecting individuals, promoting the sport of baseball, and engaging the baseball community. The BCBUA is committed to promoting the responsible use of social media. The purpose of this policy is to set expectations for social media use.

#### **(2.0) Definitions**

##### **(2.1) Social Media**

Social media is defined as any form of online or interactive media, including but not limited to, profiles, commentary, writings, photographs, images, posts, logos, audio, and video that is shared on platforms.

##### **(2.2) Platforms**

A platform is defined as any technology intended to create virtual connections on the internet. Examples of platforms include, but are not limited to, Facebook, Instagram, Twitter, Myspace, blogs, FaceTime, email, text messaging, message boards, and websites.

##### **(2.3) Technology**

Technology is defined as any electronic device that is used to communicate with others through social media platforms or other means.

#### **(3.0) Application**

This policy is applicable to all BCBUA members when

- Their social media content is connected to BCBUA activities in any way.



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- Their social media content is disseminated during any BCBUA sanctioned activity, whether that activity occurs on or off the field.
- Their social media content is connected to games/teams they have umpired or amateur baseball in general

### **(4.0) Differing Perspectives and Conflict Resolution**

The BCBUA acknowledges that social media provides a platform for sharing perspectives and calling out unacceptable conduct. While sharing one's perspective and potentially disagreeing with others or calling out unacceptable conduct is not prohibited under this policy, such communications must be respectful and consistent with the expectations of this policy and the Code of Conduct. Social media platforms are often not the best place for resolving problems. Individuals are encouraged to solve problems through direct, private contact with others. When participants are not able to mutually address problems, they are encouraged to report misconduct to the BCBUA through official channels and processes, instead of using public social media platforms.

### **(5.0) Prohibited Conduct**

The following is prohibited on social media:

- Any conduct that is in violation of BCBUA policies or Code of Conduct
- Bullying, harassment, threats, promotion of violence, and intimidation
- Conduct which promotes non-compliance with the law
- Intentional misrepresentations of the truth
- Content that marginalizes individuals, based on but not limited to, their colour, ethnicity, sexual orientation, race, gender, ancestry, sex, national origin, age, disability, or religion
- Content that is racist, sexist, or ageist
- Profanity, including homophobic language
- Comments that are personally insulting or damaging to others



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- Comments that bring the game into disrepute
- Information that could reasonably be construed as originating from the BCBUA without receiving proper authorization
- Use of BCBUA's logo, mark, or written, photographic, video, or audio property without authorization for its release
- Sharing confidential or proprietary information about the BCBUA or its employees or agents, including, for example, financial or medical information
- Content that is personally insulting against other individuals
- Questioning the impartiality of umpires or other officials
- As it applies to umpires and officials, content that is critical of any individual or team that may lead to questions of impartiality in the future, as well as any details related to misconduct, such as but not limited to, ejections

The above expectations apply to all social media content regardless of whether an individual is initiating communication, responding to communication, or defending themselves on social media.

### **(6.0) Best Practice Considerations**

BCBUA members are encouraged to follow best practice when using social media. Examples of best practice include:

- Educating participants on this policy and their social media responsibilities
- Pausing before using social media when one is upset
- Recognizing the permanent nature of social media
- Recognizing that private communications are only private so long as they are not subsequently shared by others
- Remembering that comments can be construed as being representative of a team or organization instead being one's individual opinion



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- Considering waiting 30-60 minutes after a game before using social media
- Considering what one's parents/guardians or grandparents would think if they viewed the content
- Considering how the content may impact one's current or future employment

### **(7.0) Reporting & Enforcement**

Individuals are encouraged to report violations of this policy to the BCBUA.

When responding to violations of this policy, the BCBUA will determine whether an educational or disciplinary approach is most appropriate.

Education may be appropriate for minor violations of this policy where an individual, often a minor athlete, may not be aware of social media expectations. Education may involve requesting that an individual delete or retract social media content and/or engage in restorative practices with those impacted.

When disciplinary actions are required for violations of this policy, the BCBUA discipline policy shall apply.