



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, and Twitter, etc.
 - b) *“Member”* - All categories of membership defined in SPO By-Laws, as well as all individuals employed by or engaged in activities with SPO, Softball Ontario and Softball Canada, 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 SPO to oversee management and administration of complaints.

PREAMBLE

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

APPLICATION

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

CONDUCT AND BEHAVIOUR

4. Per SPO’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 SPO, 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 SPO, 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 SPO, 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 SPO, Softball Ontario, Softball Canada or its reputation 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 instances of bringing the game of softball into disrepute.
5. All conduct and behaviour occurring on Social Media may be subject to SPO'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 SPO or by any Members 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 SPO.
- 8. Removing content from Social Media after it has been posted (either publicly or privately) does not excuse the Member from being subject to SPO's Policy Relating to Member Conduct.
- 9. A member who believes that the Social Media use by another member is inappropriate or may violate one of SPO's policies and procedures should report the matter to SPO in the manner outlined by SPO's Policy Relating to Member Conduct.

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