

Baseball Manitoba

Position Statement – Provincial Team Social Media Policy

Baseball Manitoba would like to implement a Social Media policy addressing certain limitations on the uses of social media by Baseball Manitoba Provincial Team Players and Coaches. A copy of that policy is attached hereto.

While having a Social Media policy is important to protecting the interests of everyone involved in promoting the game, we hope that you will not view this policy as a blanket deterrent to engaging in social media. Baseball Manitoba recognizes the importance of social media as an important way for players to communicate directly with parents and fans. We encourage you to connect with parents and fans through Twitter, Facebook, and other social media platforms. Along with Baseball Manitoba's social media activities, we hope that your efforts on social media will help bring parents and fans closer to the game and have them engaged with baseball, your club and you in a meaningful way. For instance, appropriate uses of social media platforms include:

Interacting with fans;

- Sharing non-confidential information about you and your activities;
- Highlighting charitable or promotional activity that you might be participating in on your own or in conjunction with Baseball Manitoba or your Club; and
- Working with your team to conduct unique promotions that can provide your fans merchandise or unique experiences.

While we hope that players will recognize social media as an opportunity to connect with fans in a positive way, please keep the following points in mind:

- Just because you may be using your phone, a tweet is a public statement to a mass audience, not a private text message to a friend;
- If you would not feel comfortable saying something at a press conference or seeing something attributable to you in a newspaper, you should refrain from posting any such messages, information or photos to social media;
- Pause and think twice before sending a message across social media in the “heat of the moment”, i.e., if you are angry, emotional or reacting to a controversial story, public event or something said or written about you; and
- Once something is posted, you will not be able to retract it – once you hit send, your message becomes public information that can be forwarded and reported by the media.

You and your families should be aware that social media technology may enable some on-line sites to produce comments or photographs that have not been authorized by you, your team, or Baseball Manitoba, and may, in fact, be inaccurate or out of context. We suggest that you forward any complaints of privacy and/or copyright infringement to team or Baseball Manitoba officials before personally responding.

We hope that you recognize social media as an opportunity to connect with your fans in a positive way. If you have any questions or would like help in understanding or utilizing social media, please feel free to contact Baseball Manitoba.

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PROVINCIAL TEAM SOCIAL MEDIA POLICY

Definitions:

Covered Individuals – All Players and Coaches who are representing Baseball Manitoba.

Social Media – Any form of online or interactive media, including, but not limited to profiles, commentary, writings, photographs, images, logos, and audio or video files posted on outlets including but not limited to Facebook, MySpace, Twitter, blogs, podcasts, message boards and websites.

Content – All material posted on Social Media, including links to other websites.

MBA Entity – Any entity affiliated with Baseball Manitoba, including the all Youth Minor Leagues, all Manitoba Senior Leagues, all Manitoba Junior Leagues, the Management Committee and the Baseball Manitoba Board of Directors

Prohibited Conduct: Players may not engage in the following conduct with respect to the use of Social Media:

1. Displaying or transmitting Content via Social Media that reasonably could be construed as an official public communication of any MBA Entity without obtaining proper authorization.
2. Using an MBA Entity's logo, mark, or written, photographic, video or audio property without obtaining proper authorization.
3. Linking to the website of any MBA Entity on any Social Media outlet without obtaining proper authorization.
4. Displaying or transmitting Content that contains confidential or proprietary information of any MBA Entity or its employees or agents, including, for example, financial information, medical information, strategic information, etc.
5. Displaying or transmitting Content that reasonably could be construed as condoning the use of any substance prohibited by law, including illicit drugs and drug paraphernalia, performance enhancing drugs, or tobacco, including smokeless tobacco.
6. Displaying or transmitting Content that questions the impartiality of or otherwise denigrates a Baseball Manitoba umpire.
7. Displaying or transmitting Content that is derogatory or insensitive to individuals based on race, color, ancestry, sex, sexual orientation, national origin, age, disability, or religion, including, but not limited to, slurs, jokes, stereotypes or other inappropriate remarks.
8. Displaying or transmitting Content that constitutes harassment of an individual or group of individuals or threatens or advocates the use of violence against an individual or group of individuals.
9. Displaying or transmitting Content that contains obscene or sexually explicit language, images, or acts.
10. Displaying or transmitting Content that violates applicable local, provincial or federal law or regulations.

Enforcement: A Player who violates this policy may be subject to discipline for just cause by either their club or the Baseball Manitoba Management Committee in accordance with the Baseball Manitoba Discipline and Complaints Policy.

PSO Board of Directors Approval Date:	March 19, 2023
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