



BASEBALL PEI POLICY

Social Media Policy

1.0 Purpose

Baseball PEI encourages its members to use social media to promote baseball in Prince Edward Island. Social media can be a positive tool for communication, connection, and community building. However, because social media exists in the public domain, all members must use it responsibly and, in a manner, consistent with Baseball PEI's values, policies, and expectations. **Neither Baseball PEI's reputation nor the reputation of its member associations shall be adversely affected by a member using social media in an inappropriate manner.**

This policy outlines appropriate conduct and guiding principles for the use of social media by any individual associated with Baseball PEI. Conduct deemed inappropriate may result in discipline by the team, local association, and/or Baseball PEI.

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2.0 Application of Policy

This policy applies to:

- Baseball PEI staff, Board members, contractors
- Local association executives and volunteers
- Coaches, managers, trainers
- Players and parents/guardians



- Umpires and officials
- Any individual who identifies themselves as associated with Baseball PEI or discusses involvement with Baseball PEI online

This policy takes effect when an individual identifies themselves as being associated with Baseball PEI **and/or** when they discuss their participation in Baseball PEI programming on social media.

3.0 Scope

This policy applies to all forms of social and online communication, including but not limited to:

- Facebook, Instagram, Twitter/X, TikTok, Snapchat, YouTube
- Blogs, podcasts, and video platforms
- Public or private online forums or chat groups
- Comment sections on websites and news articles

4.0 Unacceptable Conduct on Social Media

The following behaviours constitute a violation of the Baseball PEI Social Media Policy and may result in disciplinary action:

- Public statements that are critical of officials, teams, associations, volunteers, umpires, or Baseball PEI.
- Negative, derogatory, inflammatory, or damaging comments about any team, association, individual, or Baseball PEI.
- Bullying, harassment, threats, or abuse toward players, officials, coaches, volunteers, parents, spectators or administration.
- Posting or sharing photographs, videos, or comments that promote or depict:
 - Illegal drug use
 - Underage or public alcohol consumption, or alcohol abuse
 - Hazing, harassment, or abusive behaviour
 - Sexual exploitation or inappropriate sexual content
- Any online activity that contradicts the policies of Baseball PEI or a local association.
- Inappropriate, racist, sexist, discriminatory, or derogatory remarks.
- Spreading false statements, rumours, or misleading information intended to alarm or misrepresent facts.

5.0 Expectations for Official Baseball PEI Social Media Accounts

Individuals who manage official Baseball PEI social media accounts must ensure:



- No content is posted that is defamatory, harassing, or libellous.
- Confidential, sensitive, or proprietary information is not published.
- Content does not bring Baseball PEI, its affiliates, partners, or sponsors into disrepute.
- Posts adhere to Baseball PEI branding, tone, and communication standards.

6.0 Reporting and Violations

- Any violation of this policy must be reported directly to Baseball PEI.
- Baseball PEI will review reported incidents and determine appropriate disciplinary action.
- Discipline may include, but is not limited to:
 - Verbal or written warning
 - Removal of privileges
 - Suspension from Baseball PEI programming
 - Expulsion from Baseball PEI
 - Legal action