

Social Media Policy

Social media is powerfully influential and can be a positive resource to promote and celebrate the accomplishments of athletes, coaches and officials. The use of social media to discriminate, threaten, bully, insult or put down others will not be tolerated.

This policy provides guidance for Alberta Basketball Association (ABA) employees, contractors or volunteers who contribute or reply to posts on social media. "Social media" in its broadest form includes, but is not limited to, facebook, twitter, instagram, youtube, blogs, electronic newsletters, online forums and other sites and services that permit users to share information with others in a contemporaneous manner.

The following principles apply to the professional use of social media on behalf of Alberta Basketball as well as personal use of social media when referencing the ABA or its employees, members, partners, sponsors or other stakeholders ("Stakeholders").

- All social media presents must be in alignment with the ABA's Code of Conduct policy.
- Users should be aware of the effect their actions may have on the ABA's image as well as their own. Posted or published information creates a permanent record.
- Users should use their best judgment in posting material to ensure that it is appropriate and not harmful to the ABA or its stakeholders.
- Prohibited social media conduct includes posting content, commentary or images that are proprietary, defamatory, libelous, pornographic, salacious, sexist, racist, harassing, or that can create a hostile work environment.
- Users are not to publish, post or release any information that is considered confidential or private.
- If encountering a social media situation that threatens to become antagonistic, users should disengage from the dialogue in a polite manner and seek advice.
- Users should obtain appropriate permission before referring to or posting images of current or former stakeholders.
- Users should obtain appropriate permission to use a third party's copyrighted material, trademarks, service marks or other intellectual property.
- Subject to applicable law, personal online activity that violates the ABA's Social Media Policy or any other ABA policy may subject an employee to disciplinary action, which may include termination.
- If users publish content on personal social media accounts that involves work or subjects associated with the ABA, a disclaimer should be used, such as: *"All content presented by the Alberta Basketball Association (ABA) is of a general nature and is provided for educational/entertainment purposes only. You consent that use of this content is strictly at your own risk and agree to hold ABA, the demonstrators, coaches and/or athletes harmless from any and all losses, liabilities, injuries or damages resulting from any and all content."*



- It is highly recommended that users keep the ABA-related social media accounts separate from personal accounts. Those with access to the ABA social media accounts are not to share passwords or change login information credentials without permission.
- When in doubt, don't post. At the end of the day, users will be responsible for what they share through the ABA social media channels. Exercise caution and common sense.

Board Approval and Review –

- Policy reviewed by the ABA Staff in April 2020
- Policy approved by the ABA Board of Directors in June 2020
- Policy will be reviewed again in July 2021