



## Basketball New Brunswick

### Electronic Communications and Social Media Use Policy

(Adapted from Canada Basketball)

#### Preamble

1. Communication can occur in person, through live virtual platforms like Teams or Zoom, and electronically via email, text, or on social media platforms like TeamSnap or a Facebook group.
2. Basketball New Brunswick recognizes that communication between all Organizational Participants should be guided by principles that ensure the safety of the Organizational Participants and that maintain and strengthen effective relationships.
3. Basketball New Brunswick strives to ensure that Organizational Participants are protected during electronic interactions with Persons of Authority and that they are not placed in a vulnerable situation. One-on-one electronic messaging is discouraged.

#### Definitions

4. Terms in this Policy are defined as follows:
  - a. **Electronic Communication** – Communication media that is primarily for connecting with other users without a content-sharing or social networking purpose. Electronic Communication includes email, text messaging (SMS), video sessions, virtual meeting platforms, and other similar applications.
  - b. **Interpersonal Communication** – Communication that occurs between two or more Organizational Participants within a communication medium, including between Participants and coaches or other Persons of Authority.
  - c. **Maltreatment** – Includes physical, psychological, and sexual maltreatment, as well as other types of misconduct such as neglect, grooming, and retaliation that are described in Basketball New Brunswick's *Code of Conduct and Ethics*, with definitions consistent with or exceeding those in the *Universal Code of Conduct to Prevent and Address Maltreatment in Sport* (UCCMS).
  - d. **Organizational Participants** – Refers to all categories of individual members and/or registrants defined in the By-laws of the Organization who are subject to the policies of the Organization, as well as all people employed by, contracted by, or engaged in activities with, the Organization including, but not limited to, employees, contractors, Athletes, coaches, instructors, officials, volunteers, judges, managers, administrators, parents or guardians, spectators, committee members, and Directors and Officers.



- e. **Person of Authority** – An Organizational Participant who holds a position of authority within Basketball New Brunswick including, but not limited to, coaches, managers, support personnel, chaperones, directors, and officers.
- f. **Power Imbalance** – A Power Imbalance may exist where an Organizational Participant (including, but not limited to, Persons of Authority) has supervisory, evaluative, a duty of care, or other authority over another Participant. Maltreatment can occur when this power is misused.
- g. **Public Communication** – Communication that is or was posted publicly, such as through an Organizational Participant’s social media account.
- h. **Responsible Coaching Movement** – A call to action for Sport Organizations, parents/guardians, and coaches to enact responsible coaching across Canada – on and off the field of play. The Responsible Coaching Movement is comprised of three pillars: Background Screening, Rule of Two, and Ethics Training.
- i. **Social Media** – Communication platforms that permit users to connect and create, access, and exchange user-generated content. Social media platforms include Facebook, Instagram, LinkedIn, TeamSnap, Twitter, WhatsApp, Snapchat, and other similar web-based or mobile-based internet applications.
- j. **True Sport** – An approach to values-based sport that is underpinned by seven principles. When “Go For It, Play Fair, Respect Others, Keep It Fun, Stay Healthy, Include Everyone, and Give Back” are activated in sport environments, it leads to a good sport culture
- k. **Vulnerable Participant** – A child, youth, or adult who, because of their age, a disability or impairment, or other circumstances, whether temporary or permanent, is in a position of dependency on others, or is otherwise at greater risk than the general population of being harmed by a person in a position of trust or authority towards them.

## Principles

- 5. The following principles reflect Basketball New Brunswick’s values and guide this Policy:
  - a. Basketball New Brunswick is committed to the Responsible Coaching Movement and to making sport safer for everyone, particularly Vulnerable Participants.
  - b. Basketball New Brunswick is committed to the True Sport Principles and to ensuring that these principles are reflected by Persons of Authority who interact with Organizational Participants.
  - c. Conduct and behavior that occur through Electronic Communication and Social Media – both public and personal – is subject to Basketball New Brunswick’s *Code of Conduct and Ethics* (which includes the UCCMS) and *Discipline and Complaints Policy*.



- d. Regular communication is an important requirement for engaging Participants, keeping them informed, and creating effective and healthy relationships.
- e. An open, observable, and justifiable sport participation environment facilitates healthy exchanges among Basketball New Brunswick and Organizational Participants. Within the context of Electronic Communication and Social Media use, this means:
  - **Open** – The preferred methods for communication between practices and competition should be documented and communicated at the beginning of the season, with clear expectations for behavior consistent with the organization’s *Code of Conduct and Ethics* and the professional standards expected of Persons of Authority. The schedule, purpose, and format of any virtual sessions should be available to parents/guardians and the sport organization.
  - **Observable** – Ideally two trained and screened coaches should be present for any virtual sessions. Exchanges on social media should be “public” - private and one-on-one communication is discouraged. All electronic communication and interactions on social media should be logged or recorded, and regularly shared with parents/guardians and/or the sport organization.
  - **Justified** – Communication should be necessary (time sensitive), administrative, and/or focus exclusively on supporting Organizational Participant engagement and development. Personal and closed/private communications between Organizational Participants and coaches or other Persons of Authority is discouraged.
- f. Electronic Communication and Social Media must be used in ways that are appropriate for the context of the communication.

## Guidelines

6. The following guidelines (**Appendix A**) have been developed to inform policy and practice:
  - a. Leading Practices for Electronic Communication and Social Media Use
  - b. Persons of Authority Guidelines and Consent Form
  - c. Organizational Participant Guidelines and Consent Form
  - d. Parent/Guardian Guidelines and Consent Form

## Reporting Concerning Behavior

7. An individual who believes Electronic Communication and/or Social Media activity is inappropriate or may violate Basketball New Brunswick’s policies and procedures should report the matter as outlined in Basketball New Brunswick’s *Discipline and Complaints Policy*.



8. Any violation of this Policy that may be considered “Prohibited Behaviour” or “Maltreatment” (defined in the UCCMS Code of Conduct and Ethics) when the Respondent is an Organizational/Registered Participant who has been designated by ORGANIZATION as a UCCMS Participant, will be handled pursuant to the policies and procedures of the Office of the Sport Integrity Commissioner (“OSIC”), subject to the rights of WCL as set out in the Code of Conduct and Ethics and applicable workplace policies.
9. Every person who has reasonable grounds to suspect that a Vulnerable Participant is or may be subject to Maltreatment or abuse, including through Electronic Communication or Social Media use, must promptly report the suspicion and the information upon which it is based to local child protection services or the police.
10. Removing content from Social Media after it has been posted (either publicly or privately) does not excuse the Participant from being subject to Basketball New Brunswick’s *Discipline and Complaints Policy*.

#### **Review and Approval**

11. This Policy was last reviewed and approved by the Basketball New Brunswick Board of Directors in July, 2025.



## APPENDIX A

### Leading Practices for Electronic Communications and Social Media Use

The following leading practices should inform policy and procedure relating to communication between Persons of Authority and Organizational Participants, consistent with Basketball New Brunswick's *Electronic Communications and Social Media Use Policy*.

Consistent with the Responsible Coaching Movement, all communication should be **open, observable, and justified**. Communication should respect the formal nature of the relationships between Persons of Authority and Organizational Participants, and is subject to Basketball New Brunswick's *Code of Conduct and Ethics*.

- The means and associated expectations for how Basketball New Brunswick, coaches, and other Persons of Authority will communicate with Organizational Participants (and parents/guardians as appropriate) should be documented and communicated at the beginning of each season.
- Any Electronic Communication or Social Media interaction from Basketball New Brunswick, coaches, and Persons of Authority to Organizational Participants should be:
  - Necessary (time sensitive and/or specific to an athlete, and cannot be delayed until the next in-person meeting),
  - Administrative in nature (sharing a new Policy), and/or
  - Sport-specific (supporting Organizational Participant training and performance).
- When working with Vulnerable Organizational Participants communication should be directed to parents/guardians.
- If communicating directly with youth or other Vulnerable Organizational Participants, parents/guardians should be copied.
- Persons of Authority are discouraged from initiating personal and private Electronic Communications or Social Media activities with Organizational Participants. Contact initiated by Vulnerable Organizational Participants should be rejected and/or blocked.
- Use only Sport Organization-approved Social Media Platforms, and only for public communication; avoid private messaging.
- Use virtual platforms (Zoom, MS Teams) only for scheduled events that are approved by Basketball New Brunswick. A minimum of one trained coach and one screened adult (preferably coaches) is recommended to be in attendance. Sessions should be recorded.
- The use of disappearing content platforms or content (Snapchat, Instagram Stories, Facebook Stories) should be avoided.



- All Electronic Communication and Social Media activity between Persons of Authority and Organizational Participants should be recorded and shared regularly with Basketball New Brunswick and parent/guardian, and/or made available upon request.
- All Organizational Participants are expected to interact in a positive, professional manner consistent with Basketball New Brunswick's *Code of Conduct and Ethics*. All Organizational Participants should monitor their own Social Media content for consistency with the *Code of Conduct and Ethics*.
- Any Organizational Participant can choose not to engage with other Organizational Participants (including Persons of Authority) on Social Media. Organizational Participants should not be required to engage on Social Media platforms to access team or Sport Organization information.
- An individual who believes Electronic Communication and/or Social Media activity is inappropriate or may violate Basketball New Brunswick's policies and procedures should report the matter as outlined in Basketball New Brunswick's *Discipline and Complaints Policy*.
- Every person who has reasonable grounds to suspect that an Organizational Participant or Vulnerable Organizational Participant is or may be subject to Maltreatment or abuse, including through Electronic Communication or Social Media use, must promptly report the suspicion and the information upon which it is based to local child protection services or the police.



## **Persons of Authority Guidelines and Consent Form**

### **Electronic Communication and Social Media Use**

- All Electronic Communication and Social Media use between Persons of Authority and Organizational Participants should be open, observable, and justified.
- At the beginning of the season, document the means and associated expectations for how you will communicate with Organizational Participants, and inform Organizational Participants and parents/guardians.
- Choosing not to engage with Organizational Participants on Social Media is an acceptable strategy. Be prepared to inform Organizational Participants (and/or parents/guardians) why you have chosen not to engage in this space. Be consistent in how you respond to “friend” or “follow” requests.
- If communicating via Social Media is necessary or preferred, consider creating a professional Social media account for use in your role with Basketball New Brunswick, separate from your personal account. Provide access to other Persons of Authority and to Basketball New Brunswick so the account is open and observable.
- Annually review and update the privacy settings on all Social Media accounts and across devices.
- Always model appropriate behaviour befitting your role and status in connection with Basketball New Brunswick. Whether for professional or personal use, all Electronic Communication and Social Media platforms should be considered “public” and permanent. Avoid emojis and language that could be misinterpreted.
- Organizational Participants or parents/guardians should not be required to engage on Social Media platforms to access information about your team or Sport Organization.
- Persons of Authority should not demand access to an Organizational Participant’s private posts on Twitter, Instagram, Facebook, or other Social Media platforms.
- Ensure parents/guardians are aware of any Electronic Communication or Social Media interactions with a Vulnerable Organizational Participant in their care.
- Be prepared to share logs or records of your communication history with Organizational Participants with Basketball New Brunswick and parents/guardians. Become familiar with methods to save and download messages on platforms in use:
  - [Transferring iPhone messages](#)
  - [Saving text messages iPhone and Android](#)
  - [Saving and printing Instagram messages](#)



- o [Saving Chat History \(WhatsApp\)](#)
- Selection decisions and other sensitive team business should be shared in-person meetings or through official Electronic Communication (email), rather than posting on social media.
- The use of disappearing content platforms and formats (Snapchat, Instagram Stories, Facebook Stories) is discouraged.
- Posting pictures or videos of Organizational Participants on your private Social Media accounts is discouraged. Consent must always be provided by Organizational Participants and parents/guardian, via the sport organization.
- Never misrepresent yourself by using a fake name or fake profile on Social Media platforms.
- Avoid engaging Organizational Participants via Electronic Communications or Social Media while using any substances (alcohol, drugs).
- Avoid association with Facebook groups, Instagram accounts, Twitter feeds, or online communities with explicit sexual content or viewpoints that might offend or compromise your relationship with an Organizational Participant, their parents/guardians, or Basketball New Brunswick.
- If you believe Electronic Communication and/or Social Media activity is inappropriate or may violate Basketball New Brunswick's policies and procedures, report the matter as outlined in Basketball New Brunswick's *Discipline and Complaints Policy*.
- Every person who has reasonable grounds to suspect that a Vulnerable Organizational Participant is or may be subject to Maltreatment or abuse, including through Electronic Communication or Social Media use, must promptly report the suspicion and the information upon which it is based to local child protection services or the police.





### Guidelines for Virtual Video Sessions (Zoom, MS Teams, Google Connect, Adobe)

- Virtual video sessions should be open, observable, and justified.
- Inform Basketball New Brunswick that you intend to communicate with Organizational Participants via video session. If you intend to provide instruction or skills training, your organization may need to sanction the session and/or parents/guardians of Vulnerable Organizational Participants may need to sign an agreement or waiver.
- Virtual video sessions should be recorded to document the interaction and be held in an “open” environment. Basketball New Brunswick, the Organizational Participant, and/or parent/guardians as appropriate should be permitted to view the recording.
- Virtual video sessions with groups of Organizational Participants should be attended by at least two trained and screened adults (preferably coaches). One-on-one video sessions should be recorded with permission and/or attended by another adult and/or the Organizational Participant’s parent/guardian (when applicable). One-on-one video sessions with a Vulnerable Organizational Participant should not take place without a parent/guardian’s knowledge.
- Provide the agenda prior to the virtual video session, along with the behavioral expectations and professional standards for all Organizational Participants. If there are any breaches of professional standards during the session, they must be communicated to parents/guardians of Vulnerable Organizational Participants after the session.
- Ensure you are dressed appropriately and in a neutral location (i.e., avoid personal spaces such as bedrooms or bathrooms).

Name of Person of Authority (print): \_\_\_\_\_

Organization (print): \_\_\_\_\_

Date: \_\_\_\_\_

1. I understand that it is my responsibility to ensure that any communication that occurs on Electronic Communication and/or Social Media be open, observable, and justified.
2. I understand that it is my responsibility to log or record any communication that occurs on Electronic Communication and/or Social Media.
3. I understand that an Organizational Participant, parent/guardian, and/or Basketball New Brunswick may request that I cease communicating with the Organizational Participant on any Social Media platform.
4. I **UNDERSTAND AND AGREE** that I have read and understood the terms and conditions of this document, including the guidelines above, and that I have been provided with the *Electronic Communication and Social Media Use Policy*. I agree that I am signing this document voluntarily.



Signature of Person of Authority: \_\_\_\_\_

### **Organizational Participant Guidelines and Consent Form**

#### **Electronic Communication and Social Media Use**

- All Electronic Communication and Social Media use between Persons of Authority and Organizational Participants should be open, observable, and justified.
- Familiarize yourself with the means and associated expectations for how team staff/volunteers will communicate with Organizational Participants, shared at the beginning of the season.
- Engaging on Social Media is your choice:
  - You are not required to follow or accept invitations from coaches, teammates, competitors, officials, or other Sport Organization Organizational Participants. You can also choose to block individuals from following you.
  - Talk to your coaches and parents/guardians about how you would like to communicate about your sport participation.
- Protect your privacy. Set and annually review your privacy settings across platforms and on all devices to restrict who can search for you and what private information other people can see.
  - Remember – Depending on your privacy settings, content posted or shared on Social Media is not private or anonymous, and is considered public communication. Content is also almost always permanent because individuals may take screenshots of your content before it is deleted.
- If you are under the age of 18, make sure your parent/guardian is aware of any Electronic Communication and/or Social Media interactions you have with your coach or other Persons of Authority.
- Model appropriate behavior on Social Media befitting your status as an Organizational Participant within Basketball New Brunswick. Interactions on Social Media must respect Basketball New Brunswick's *Code of Conduct and Ethics*.
- If you attend or host a video session, ensure you are dressed appropriately and in a neutral location (avoid personal spaces such as bedrooms or bathrooms).
- Do not post content or pictures of, or alluding to, participation in illegal activities by yourself or others.



- Do not engage with coaches or other Persons of Authority on platforms with disappearing content (Snapchat, Instagram Stories, Facebook Stories).
- If you feel harassed or believe Electronic Communication and/or Social Media activity is inappropriate or may violate Basketball New Brunswick's policies and procedures, report the matter to your parent/guardian, your coach, and/or as outlined in Basketball New Brunswick's *Discipline and Complaints Policy*.
- Every person who has reasonable grounds to suspect that an Organizational Participant or Vulnerable Organizational Participant is or may be subject to Maltreatment or abuse, including through Electronic Communication or Social Media use, must promptly report the suspicion and the information upon which it is based to local child protection services or the police.

Name of Organizational Participant (print): \_\_\_\_\_

Name of Parent/Guardian (if Organizational Participant is a Vulnerable Organizational Participant) (print): \_\_\_\_\_

Date: \_\_\_\_\_

1. I understand that Electronic Communication and Social Media use with my coaches and other Person of Authority must be open, observable, and justified.
2. I understand that engagement on Social Media is not required as part of my membership in this team or Sport Organization.
3. I understand that I may request that my coaches and other Persons of Authority cease communicating with me via Electronic Communication or Social Media platform(s).
4. **I UNDERSTAND AND AGREE** that I have read and understood the terms and conditions of this document, including the guidelines above, and that I have been provided with the *Electronic Communication and Social Media Use Policy*. I agree that I am signing this document voluntarily.

Signature of Organizational Participant: \_\_\_\_\_

Signature of Parent/Guardian (if Organizational Participant is a Vulnerable Organizational Participant): \_\_\_\_\_



## **Parent/Guardian Guidelines and Consent Form**

### **Electronic Communication and Social Media Use**

- All Electronic Communication and Social Media use between Persons of Authority and Organizational Participants should be open, observable, and justified.
- Familiarize yourself with the means and associated expectations for how team staff/volunteers will communicate with Organizational Participants, shared at the beginning of the season.
- Consider that Organizational Participants may discuss personal and non-personal matters through Electronic Communication or Social Media rather than face-to-face. You can inform Persons of Authority that they are not permitted to contact the Organizational Participant in your care directly using Electronic Communication and/or on any (or a specific) Social Media platform.
- Organizational Participants joining video sessions (on Zoom, MS Teams) must dress appropriately and avoid personal spaces (bedrooms, bathrooms).
- Consider joining any Public Communication that occurs on a Social Media platform between a Person of Authority and the Organizational Participant in your care (tag a coach and your Organizational Participant on a sport-related Twitter thread or add a comment to an Instagram post).
- You can request copies of any Electronic Communication and/or Social Media interactions between a Person of Authority and the Organizational Participant in your care.
- You can request to be copied on all Electronic Communication between team staff/Basketball New Brunswick and the Organizational Participant in your care.
- An individual who believes Electronic Communication and/or Social Media activity is inappropriate or may violate Basketball New Brunswick's policies and procedures should report the matter as outlined in Basketball New Brunswick's *Discipline and Complaints Policy*.
- Every person who has reasonable grounds to suspect that an Organizational Participant/Vulnerable Organizational Participant is or may be subject to Maltreatment or abuse, including through Electronic Communication or Social Media use, must promptly report the suspicion and the information upon which it is based to local child protection services or the police.

Name of Organizational Participant (print):

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Name of Parent/Guardian (print): \_\_\_\_\_



Date: \_\_\_\_\_

1. I, being the parent or legal guardian of an Organizational Participant/Vulnerable Organizational Participant, hereby grant [insert names of Persons of Authority] ("Persons of Authority") the permission to contact the Organizational Participant to support their participation and athletic development (not for personal purposes) as follows:

[insert nature of contact]

*Sample 1: Through TeamSnap, email, and text for all types of communication, and through public posts on Instagram, Twitter, and Facebook.*

*Sample 2: Through text, only in emergencies.*

2. I understand that I may request to see a log or record of any communication that occurs via Electronic Communication and/or Social Media.
3. I understand that I may request at any time that the Person of Authority cease communicating with the Organizational Participant in my care via Electronic Communication and/or Social Media.
4. **I UNDERSTAND AND AGREE** that I have read and understood the terms and conditions of this document including the guidelines above, and that I have been provided with the *Electronic Communication and Social Media Use Policy*. I agree that I am signing this document voluntarily.

Signature of Parent/Guardian: \_\_\_\_\_