



## BASKETBALL NEW BRUNSWICK

### SOCIAL MEDIA POLICY (Adapted from Canada Basketball)

#### Definitions

1. The following terms have these meanings in this Policy:
  - a) *"Social media"* – The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, YouTube, Facebook, Instagram, Tumblr, Snapchat, and Twitter.
  - b) *"Individual"*- Provincial Participants as defined in the Basketball New Brunswick (BNB) Bylaws, as well as all individuals employed by or engaged in activities with BNB, including but not limited to, Provincial Participants, 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 BNB to oversee management and administration of complaints.

#### Preamble

2. BNB encourages Individuals to engage with social media but cautions that such engagement must meet the standard of conduct and behaviour outlined by BNB's *Code of Conduct and Ethics*. Conduct and behaviour falling short of this standard may be subject to BNB's *Discipline and Complaints Policy*.
3. In particular, athletes who engage with social media must understand that, though they are a representative of BNB, they do not represent BNB. It should be clear to persons following an athlete's social media activity that the athlete is not speaking on behalf of BNB.

#### Application

4. This Policy applies to all Individuals.

#### Conduct and Behaviour

5. Per the BNB *Discipline and Complaints Policy* and *Code of Conduct and Ethics*, the following social media conduct may be considered minor or major infractions at the discretion of the Case Manager:
  - a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an Individual, at BNB, or at other persons connected with BNB.
  - b) Posting a picture, altered picture, or video on a social medium that is harmful, disrespectful, insulting, or otherwise offensive, and that is directed at an Individual, at BNB, or at other persons connected with BNB.
  - 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 BNB, its stakeholders, or its reputation.
  - d) Inappropriate personal or sexual relationships between Individuals who have a power imbalance in their interactions, such as between athletes and coaches, Directors and staff, officials and athletes, etc.

- e) Any instance of cyber-bullying or cyber-harassment between one Individual and another Individual (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.
6. All conduct and behaviour occurring on social media may be subject to the BNB *Discipline and Complaints Policy* at the discretion of the Case Manager.

### **Individuals Responsibilities**

- 7. Individuals acknowledge that their social media activity may be viewed by anyone; including BNB and the Individual's provincial/territorial or local basketball associations.
- 8. If BNB unofficially engages with an Individual in social media (such as by retweeting a tweet or sharing a photo on Facebook) the Individual may, at any time, ask BNB to cease this engagement.
- 9. When using social media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with BNB.
- 10. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to the BNB *Discipline and Complaints Policy*.
- 11. A person who believes that an Individual's social media activity is inappropriate or may violate BNB's policies and procedures should report the matter to BNB in the manner outlined by the BNB *Discipline and Complaints Policy*.

### **Review and Approval**

- 12. This Policy was reviewed and approved by the BNB Board of Directors on June 4<sup>th</sup>, 2020.