



KMBA Social Media Policy- Team/Association Accounts

Social media can be a valuable tool for sharing content about your team and players. However, when creating and managing team social media accounts (on platforms such as Instagram, Facebook, Snapchat, TikTok, etc.), please follow these guidelines to ensure a positive, respectful, and safe online presence.

General Guidelines

As a representative of Kentville Minor Baseball Association, all content posted on social media must be relevant to the organization and reflect a positive image. Before posting photos, videos, or tagging players, ensure that parents or guardians have given their consent. At least one team adult must monitor the account and have access to login credentials.


Permitted Content:

- ✔ **Game & Player Highlights** – Action shots and team achievements.
- ✔ **Encouraging & Positive Messaging** – Supportive comments about players and the team.
- ✔ **Game & Tournament Information** – Schedules, results, and standings.
- ✔ **Sportsmanship & Respect** – Demonstrating and promoting good sportsmanship towards teammates, opponents, parents, officials, and fans.


Children's Social Media Accounts:


🚫 **Tagging & Mentioning Players** – Do not tag or mention a player's personal social media account without explicit parental permission.

🚫 **Direct Communication** – Team social media accounts should not engage in direct messaging with minors. Any necessary communication should be directed through parents, guardians, or team coaches.


 **Parental Oversight** – Parents are encouraged to monitor their children's social media activity to ensure a safe and respectful online environment, including preventing and addressing any instances of bullying.


Prohibited Content:

 **Negative Comments** – Any criticism directed at players (on your team or the opposing team).

 **Disrespectful Content About Officials** – Negative remarks or photos that could undermine referees and umpires.

 **Embarrassing or Inappropriate Photos** – Any images that could cause discomfort or embarrassment to individuals.

 **Blocking Key Accounts** – Do not block Kentville Minor Baseball, parents, or players from any teams (except for legitimate concerns such as spam or inappropriate accounts).

 **Overemphasizing Individual Players** – Team accounts should represent the entire team, ensuring all players are regularly featured.

By following these guidelines, we can ensure that KMBA's social media presence remains positive, inclusive, and sportsmanship-driven while respecting the privacy of all players.

* All KMBA Policies are reviewed annually.