

## **Vipers/STING Baseball Social Media Policy**

Vipers/STING Baseball recognizes the importance of the Internet in shaping the public's perception of our organization. Vipers/STING Baseball also recognizes the importance of our Board members, Advisory Committee, coaches, employees, and volunteers in leading and setting the tone of social media interactions in a manner that advances Vipers/STING Baseball's mission and goals.

### **Vipers/STING Baseball Vision Statement:**

To build an athletic environment that:

1. Presents a program which shapes character and creates role models;
2. Positively impacts athletes, parents, coaches and all communities who come in contact with our participants;
3. Enables athletes to develop strong mental and physical skills to help them succeed now and in the future;
4. Enables players to compete at the highest possible level.

### **Applicability**

This Social Media Policy applies to all Board members, Advisory Committee, coaches, employees, and volunteers. (*"Vipers/STING Baseball Members"*). This Social Media Policy applies to all social media content posted by Vipers/STING Baseball Members in their professional and personal capacity to the extent such content is related to Vipers/STING Baseball.

### **Aspirations**

Vipers/STING Baseball strives to create a positive and inclusive organization that is dedicated to helping young athletes reach their potential. In furtherance of this goal, Vipers/STING Baseball aspires to engage members of the community in positive, honest, transparent, and knowledgeable dialogue about Vipers/STING Baseball through social media. Vipers/STING Baseball views social media as an important tool for communicating its successes and opportunities for athletic and individual development. Vipers/STING Baseball also views social media as a platform for receiving constructive feedback from the community and for discussing Vipers/STING Baseball's challenges and opportunities for improvement in a positive and constructive way.

### **Guidelines**

All Vipers/STING Baseball Members shall abide by the following guidelines when using social media:

1. Be positive and respectful, and always take the high road. When disagreeing with others' opinions, remain appropriate and polite. If you find yourself in a situation online that is becoming antagonistic, ask the Vipers/STING Baseball Board of Directors for advice on how to disengage from the dialogue in a polite and respectful manner that reflects well on Vipers/STING Baseball.

2. Do not post content that would harm Vipers/STING Baseball or damage Vipers/STING Baseball's reputation. Remember that even while you are on your own personal time, you are a representative of Vipers/STING Baseball, and people may interpret your online postings or social interactions as though they were official Vipers/STING Baseball statements.
3. Use good judgment when posting comments on any official Vipers/STING Baseball sites. Bear in mind that your comments can create liability for Vipers/STING Baseball. If you are unsure whether a comment is appropriate to post, either do not post it or obtain prior approval from the Vipers/STING Baseball Board of Directors.
4. Be smart about what you publish. Once something is posted, it exists online forever. Ask yourself, "would I want to see this published in the newspaper or posted on a billboard tomorrow or ten years from now?" If the answer is "no," do not post.
5. Encourage others to engage in positive interactions on social media. If you are concerned about any Vipers/STING Baseball Member's use of social media, please bring your concerns to the attention of a member of the Vipers/STING Baseball Board of Directors.
6. Personally identifiable information (information, such as a name and date of birth and/or a street address which, when taken together, can identify a particular individual) should not be disclosed in any manner on official Vipers/STING Baseball social networking sites without the approval of the Vipers/STING Baseball Board of Directors.

### **Violations of the Social Media Policy**

The Vipers/STING Baseball Board of Directors shall have the authority to monitor and enforce this Social Media Policy. The Vipers/STING Baseball Board of Directors, and any individual appointed by the Board of Directors, shall have the authority to remove any inappropriate or offensive comments from official Vipers/STING Baseball sites and to block any individual or organization from posting on any official Vipers/STING Baseball social media platform if they determine, in their sole discretion, that such removal or block is in the best interests of Vipers/STING Baseball.

The failure of any Vipers/STING Baseball Member to adhere to this Social Media Policy shall be considered a violation of the Vipers/STING Baseball Code of Conduct, and any Vipers/STING Baseball Member who fails to adhere to this Social Media Policy shall be subject to disciplinary action, up to and including termination of such individual's involvement in Vipers/STING Baseball, in accordance with the Vipers/STING Baseball Disciplinary Procedures.

Adopted by the OHYA Board of Directors: \_\_\_\_\_

## Vipers/STING Baseball Social Media Policy

Vipers/STING Baseball recognizes the importance of the Internet in shaping the public's perception of our organization. Vipers/STING Baseball also recognizes the importance of our members, directors, coaches, employees, and volunteers in leading and setting the tone of social media interactions in a manner that advances the Vipers/STING Baseball mission and goals.

Online, social media and other electronic communication tools such as text messaging have become a prevalent and effective means of personal and professional communication, and have fundamentally changed the way many people and organizations interact. This policy sets forth our expectations with respect to the use of online and social media, as well as other forms of electronic communications

The term "social media" as used in this policy encompasses a wide array of online media and communications and their scope is constantly evolving. For purposes of this policy, the terms "online media" and "social media" are to refer to internal and external websites, blogs, online social networks (*e.g.*, Facebook, Twitter, LinkedIn), wikis, video and photo sharing sites (*e.g.*, YouTube, SKYPE and Flickr), and other forms of personal online publishing and discourse. Policies regarding text messaging, email and individual telephonic communications are also covered by these policies.

All Vipers/STING Baseball Members shall abide by the following guidelines when using social media. Abide by a "two-deep" policy for all communications and activities. This means at least two adults. There should be no private messages and no one-on-one direct contact through Facebook messages, Twitter, direct messaging, Skype, chats, instant messaging. This two-deep policy also applies to all activities, outings, excursions, or other meetings between an adult and a player.

∅ Be positive and respectful, and always take the high road. When disagreeing with others' opinions, remain appropriate and polite. If you find yourself in a situation online that is becoming antagonistic, disengage from the dialogue in a polite and respectful manner.

∅ Do not post content that would harm or damage the Vipers/STING Baseball's reputation. Remember that even while you are on your own personal time, you are a representative of the Vipers/STING Baseball, and people may interpret your online postings or social interactions as though they were official Vipers/STING Baseball statements.

∅ Use good judgment when posting comments. If you are unsure whether a comment is appropriate to post, either do not post it or obtain prior approval from Board of Directors of the Vipers/STING Baseball.

∅ Be smart about what you publish. Once something is posted, it exists online forever.

∅ Personally identifiable information (information, such as a name and date of birth and/or a street address which, when taken together, can identify a particular individual) should not be disclosed in any manner on official Vipers/STING Baseball social networking sites.

- A coach may respond to a direct inquiry via text message or email from a player regarding logistics of practice times, cancellations, schedules, etc. but our coaches should strive to include another adult on messages whenever possible.
- Coaches and team representatives should only use text messages and email on issues that are soccer related and all communications should include a parent or guardian copied on the message.
- Coaches and team representatives should avoid cell phone conversations with players to the greatest extent possible, and cell phone communications should only be used when absolutely necessary, and should only be soccer related.
- Staff members, reserve coaches, and volunteer coaches, may not be "friends" on Facebook with a player.

### **INTERNET SAFETY FOR PLAYERS**

- Do not give anyone online, not even your coach or other parent volunteers, your phone numbers at home or school, your parents' workplaces, or the name or location of your school or home address unless you have your parents' permission first. Never give your password to anyone but a parent or other adult in your family.
- Do not "friend" your coach on Facebook or other social media sites.
- Do not participate in "one on one" conversations via email text message, Skype, Facebook, telephone or other social media sites with your coach.

### **INTERNET SAFETY FOR PARENTS**

- Discuss internet safety, and the "Internet Safety for Players," section above, with your children.
- Let your children know that their coach, and other adults, should not communicate with them without your explicit knowledge and approval.
- Review your child's online and electronic communications as appropriate to minimize risk.
- Report any suspicious online or electronic communications to the club executive director as soon as possible.

### **VIOLATIONS OF THE SOCIAL MEDIA POLICY**

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