



Social Media Policy

PURPOSE

The AKBA recognizes that social media is widely used for communication and expression. This policy establishes expectations for responsible online behaviour to ensure a safe, respectful, and positive environment for all participants.

This policy must be read in conjunction with the AKBA's Code of Conduct and Harassment, Discipline and Complaints Policy.

APPLICATION

This policy applies to all individuals associated with the AKBA, including but not limited to:

- Players
- Coaches
- Umpires
- Volunteers
- Directors
- Parents/guardians

It applies to conduct on all platforms, including but not limited to:

- Social media (e.g., Instagram, Facebook, X/Twitter, TikTok)
- Messaging apps
- Email and text messaging

This policy applies whether conduct occurs **during or outside of AKBA activities**, where such conduct may reasonably impact the AKBA or its participants.

STANDARDS OF CONDUCT

All individuals are expected to:

- Communicate respectfully and responsibly
- Refrain from behaviour that could harm the reputation of the AKBA or its participants
- Act in a manner consistent with the values of sportsmanship, integrity, and respect

PROHIBITED CONDUCT

The following is a non-exhaustive list of prohibited behaviour:

a) Disrespectful or Harmful Content

- Posting or sharing content that is disrespectful, hateful, discriminatory, harassing, insulting, or otherwise negative toward:
 - Individuals
 - Teams

- Officials
- The AKBA or affiliated organizations such as York Simcoe Baseball Association and Ontario Baseball Association

b) Defamatory or Disparaging Activity

- Creating, promoting, or contributing to any account, page, or discussion that is intended, in whole or in part, to demean, criticize, or damage the reputation of:
 - The AKBA
 - Its participants
 - Partner organizations

c) Cyberbullying and Harassment

- Any form of cyberbullying, including but not limited to:
 - Insults or degrading comments
 - Threats or intimidation
 - Persistent unwanted communication
 - Negative gossip or public shaming

d) Confidential or Sensitive Information

- Sharing confidential or sensitive information, including:
 - Personal information about participants
 - Internal AKBA matters
 - Disciplinary situations

e) Misrepresentation

- Representing oneself as speaking on behalf of the AKBA without authorization
- Using AKBA logos, branding, or identity in a misleading or unauthorized manner

REPORTING AND ENFORCEMENT

All concerns related to social media conduct may be reported to the Board

Reports will be addressed in accordance with the AKBA’s Harassment, Discipline and Complaints Policy

DISCIPLINARY ACTION

Violations of this policy may result in disciplinary measures, including but not limited to:

- Verbal or written warnings
- Suspension from participation
- Removal from position or role
- Further sanctions as determined appropriate by the Board

TEAM SOCIAL MEDIA ACCOUNT GUIDELINES

To ensure consistency, accountability, and appropriate use of the Aurora King Baseball Association brand, the following guidelines apply to all team-related social media accounts:

a) Permission and Oversight

- All AKBA competitive teams are permitted to operate their own social media account

- Each account must have **at least two adult administrators**, one of whom must be a Head Coach, Team Manager, or designated team official. **Players cannot be administrators.**
- Login credentials must be **shared with the AKBA upon request**

b) Appropriate Use

Team accounts are intended to:

- Share schedules, scores, and team updates
- Promote team achievements and positive experiences
- Celebrate player development and sportsmanship

Accounts must not be used to:

- Criticize or target players, coaches, umpires, or opponents
- Air grievances, disputes, or internal team matters
- Engage in negative commentary about leagues such as York Simcoe Baseball Association or Ontario Baseball Association

c) Content Standards

All posted content must:

- Be respectful, appropriate, and aligned with the AKBA's values
- Avoid profanity, discriminatory language, or inflammatory remarks
- Reflect positively on the team, the AKBA, and the broader baseball community

d) Player Privacy and Consent

- Personal information (e.g., full names, contact details, health information) must **not be posted** unless **parent/guardian consent** has been obtained
- Photos or videos of players (especially minors) should only be shared where **parent/guardian consent** has been obtained
- Content must comply with the AKBA's Privacy Policy

e) Branding and Representation

- Team accounts must clearly identify themselves as affiliated with the AKBA
- Use of AKBA logos and branding must comply with AKBA policies and may require approval
- Team accounts must not imply they are official AKBA organizational accounts unless expressly authorized

f) Moderation and Responsibility

- Administrators are responsible for **monitoring and moderating** all content, including comments
- Inappropriate comments or posts must be **removed promptly**
- Repeated issues may result in the account being required to disable comments

g) Compliance and Enforcement

- Team accounts must comply with this policy and all other AKBA policies
- The AKBA reserves the right to:
 - Require removal of content
 - Require changes to account administration
 - Suspend or require deletion of a team account

h) Transition of Control

- At the conclusion of each season, account access must be **transferred to incoming team officials** or archived, as directed by the AKBA
- No individual may retain sole control of a team account beyond their official role

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