

# **CARVER COMMUNITY YOUTH BASEBALL/SOFTBALL ASSOCIATION**

## **Social Media Policy & Photo Policy**

Carver Community Youth Baseball/Softball Association (“CCYBSA”) recognizes the importance of the Internet in shaping the public’s perception of our organization. CCYBSA also recognizes the importance of our Board members, executive directors, coordinators, coaches, and volunteers in leading and setting the tone of social media interactions in a manner that advances CCYBSA’s mission and goals.

### **Mission Statement**

Carver Community Youth Baseball/Softball Association is dedicated to serve young players, families, and the community at large by providing a fun, safe, and enjoyable youth sports experience with positive parent involvement.

### **Applicability**

This Social Media Policy applies to all Board members, executive directors, coordinators, coaches, volunteers, and parents (“CCYBSA Members”). This Social Media Policy applies to all social media content posted by CCYBSA Members in their professional and personal capacity to the extent such content is related to CCYBSA.

### **Aspirations**

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

### **Guidelines**

All CCYBSA 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 CCYBSA Board of Directors or your coordinator for advice on how to disengage from the dialogue in a polite and respectful manner that reflects well on CCYBSA.
2. Do not post content that would harm CCYBSA or damage CCYBSA’s reputation. Remember that even while you are on your own personal time, you are a representative of CCYBSA, and people may interpret your online postings or social interactions as though they were official CCYBSA statements.
3. Use good judgment when posting comments on any official CCYBSA sites. Bear in mind that your comments can create liability for CCYBSA. If you are unsure whether a comment is appropriate to post, either do not post it or obtain prior approval from the 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 CCYBSA Member’s use of social media, please bring your concerns to the attention of your coordinator or a member of the CCYBSA 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 CCYBSA social networking sites without the approval of the coordinator or CCYBSA Board of Directors.

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

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

The failure of any CCYBSA Member to adhere to this Social Media Policy shall be considered a violation of the CCYBSA Code of Conduct, and any CCYBSA 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 CCYBSA, in accordance with the CCYBSA Disciplinary Procedures.

#### **Photo Policy**

The CCYBSA and its Members may at times want to include pictures and/or videos of players on social media accounts and/or on the CCYBSA association website which were taken during games and events associated with CCYBSA activities. In any manner, these pictures and/or videos should show positive activities to help promote the CCYBSA association. The use of these pictures and videos taken may also be included for publications, media releases, & announcements in electronic or otherwise form for CCYBSA use. No compensation of any means will be given if such image appears in any of the manners listed above or other manner that the CCYBSA deems appropriate.