



Social Media Policy

Intent

This document provides guidance to all Ontario Baseball Association (OBA) Employees, Members of the Board of Management, Members of Councils, Affiliated Associations, Local Associations, Coaches, Players, Umpires, and Volunteers (hereinafter referred to as "Individuals") regarding the appropriate use of social media by individuals associated with the Ontario Baseball Association and its Affiliated Associations. Social Media is defined as any form of online media or use of sites that apply technology to facilitate social interaction, including, but not limited to profiles, commentary, writings, photographs, images, logos, and audio or video files posted on outlets including, but not limited to Facebook, X (Twitter), Instagram, LinkedIn, YouTube, Snapchat, Tik Tok, Wikipedia, blogs, podcasts, message boards, and websites.

Guidelines

Individuals may not at any time engage in the following conduct with respect to the use of social media:

- **Official Communication:** Displaying or transmitting content via social media in a manner that could reasonably be construed as an official public communication of any Ontario Baseball Association entity or attributed to Ontario Baseball Association unless authorized to do so by the President of Ontario Baseball Association.
- **Use of Logo/Mark:** Using Ontario Baseball Association's logo, mark, hashtag, links, or other property in a way that may imply Ontario Baseball Association's approval of content, create confusion as to attribution, or jeopardize Ontario Baseball Association's legal rights with respect to a logo or mark, unless authorized to do so by the President.
- **Defamation or Harmful Content:** Displaying or transmitting content that could reasonably be viewed as inflammatory, disparaging, or damaging to Ontario Baseball Association, its Affiliated Associations, sponsors, and partners.
- **Confidential Information:** Displaying or transmitting confidential or proprietary information on any of Ontario Baseball Association's social media pages.
- **Impairing the Integrity of Officials:** Displaying or transmitting content that questions the impartiality or otherwise denigrates an Ontario Baseball Association umpire.
- **Discriminatory, Bullying, or Harassing Content:** Displaying or transmitting content that could be viewed as discriminatory, bullying, harassing, or content that threatens, promotes, or advocates violence against an individual or group of individuals.
- **Obscenity:** Displaying or transmitting content that contains obscene or sexually explicit language, images, or acts.
- **Legal Compliance:** Displaying or transmitting content that violates applicable local, provincial, or federal law or regulations (including copyright laws without attribution).



- **Photography Consent:** Consent is required prior to posting any photographs of individuals when used for the purpose of monetary gain.

Enforcement

- **Employee Conduct:** Employees are required to adhere to this policy in addition to their employment contract, workplace policies, and any collective agreements (if applicable). Failure to comply with the policy may result in disciplinary action, up to and including termination of employment, in accordance with the **Employment Standards Act (ESA)**, applicable employment contracts, and the principles of just cause for dismissal under Ontario law.
- **Non-Employee Conduct:** For volunteers, coaches, and other members, violations of this policy may result in disciplinary action, including suspension, termination of membership, or expulsion from the organization, subject to the procedural fairness requirements as outlined in OBA's bylaws and dispute resolution procedures.
- **Reporting Violations:** All violations of this policy should be reported to the Ontario Baseball Association office or designated compliance officer. Investigations will follow a fair process to ensure compliance with this policy and applicable employment laws. Disciplinary actions will be determined based on the severity and frequency of violations, in line with the organization's expectations and Ontario's labor laws.
- **Disciplinary Process:** The disciplinary process will be conducted with respect to the principles of procedural fairness. Individuals will be provided with an opportunity to respond to any allegations before action is taken. Any disciplinary measures will consider the individual's role, the nature of the violation, and the context of Ontario's **Employment Standards Act**.
- **Accommodation:** Where appropriate, individuals with disabilities may request accommodation under the **Ontario Human Rights Code** or the **ESA**, and such accommodations will be considered in the enforcement and disciplinary processes.

Document Revision History:

Date	Name	Comments
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15-Oct-20	Board of Management	Approved
21-May-26	Board of Directors	Approved