



ONTARIO BASKETBALL SOCIAL MEDIA POLICY

Purpose

This policy provides guidance for Ontario Basketball (OBA) employees, contractors or volunteers who contribute or reply to posts on social media. “Social media” should be understood in its broadest interpretation, including but not limited to Facebook, Twitter, Instagram, YouTube, blogs, electronic newsletters, online forums and other sites and services that permit users to share information with others in a contemporaneous manner. All communications should adhere to the brand guidelines and established online voice of OBA.

Principles

The following principles apply to professional use of social media on behalf of Ontario Basketball as well as personal use of social media when referencing OBA or its employees, members, partners, sponsors or other stakeholders.

- Employees should be aware of the effect their actions may have on Ontario Basketball’s image as well as their own. The information that employees post or publish may be public information for a long time.
- Employees should be aware that Ontario Basketball’s senior managers may observe content and information made available by employees through social media. Employees should use their best judgment in posting material to ensure that it is neither inappropriate nor harmful to Ontario Basketball or its employees, members, partners, sponsors or others stakeholders.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting content, commentary or images that are proprietary, defamatory, libelous, pornographic, salacious, sexist, racist, harassing, or that can create a hostile work environment.
- Employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with the Executive Director.
- If employees encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of a supervisor.
- While posts may be made by members of the communications team or agreed-upon members of the staff for different channels, final message approval and customer service responses through OBA’s social media channels should go through the Manager, Marketing & Communications.
- Employees should get appropriate permission by the Manager, Marketing & Communications before referring to or posting images of current or former employees, members, vendors or suppliers. Additionally, employees should get appropriate permission to use a third party’s copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- Subject to applicable law, personal online activity that violates Ontario Basketball’s Social Media Policy or any other company policy may subject an employee to disciplinary action, which may include termination.
- If employees publish content on personal social media accounts that involve work or subjects associated with Ontario Basketball, a disclaimer should be used, such as: “The postings on this site are my own and do not necessarily represent Ontario Basketball’s positions, strategies or opinions.”
- It is highly recommended that employees keep OBA-related social media accounts separate from personal accounts, if practical. Those with access to OBA social media accounts are not to share passwords or change login information credentials without the permission of the Manager, Marketing & Communications.
- When in doubt, don’t post. At the end of the day, the employee will be responsible for what they share through OBA social channels so exercise caution and common sense.