

BASKETBALL BC SOCIAL MEDIA POLICY

1. DEFINITIONS

1.1 The following terms have these meanings in this Policy:

- a. “*Social media*” – The catch-all term that is applied broadly to computer-mediated communication media such as blogs, YouTube, Facebook, Instagram, Tumblr, TikTok, Snapchat, X (formerly Twitter), and other similar platforms.
- b. “*Artificial Intelligence (AI)*” - means any automated or semi-automated technology used to generate, modify, enhance, simulate, or assist in the creation of text, images, audio, video, or other media. For the purposes of this Policy, any social media content created, altered, or assisted by AI and published, shared, or amplified by a Participant is deemed to be the content of that Participant and is subject to this Policy and all other Basketball BC policies.
- c. “*Participant*” – All categories of individual membership defined in Basketball BC's Bylaws, as well as all individuals employed by, or engaged in activities with, Basketball BC including, but not limited to, athletes, coaches, convenors, officials, volunteers, committee members, Directors and Officers of Basketball BC, spectators, and parents/guardians of athletes.

2. PREAMBLE

2.1 Basketball BC encourages Participants to engage with social media but cautions that such engagement must meet the standard of conduct and behaviour outlined by Basketball BC's [Code of Conduct and Ethics](#). Conduct and behaviour falling short of this standard may be subject to Basketball BC's [Discipline and Complaints Policy](#).

2.2 Athletes who engage with social media must understand that, though they are affiliated with Basketball BC, they do not represent Basketball BC. It should be clear to persons following an athlete's social media activity that the athlete is not speaking on behalf of Basketball BC.

3. APPLICATION

3.1 This Policy applies to all Participants.

4. CONDUCT and BEHAVIOUR

4.1 Per the Basketball BC [*Discipline and Complaints Policy*](#) and [*Code of Conduct and Ethics*](#), the following social media conduct may be considered minor or major infractions:

- a. Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at a Participant, at Basketball BC, or at other persons connected with Basketball BC.
- b. Posting a picture, altered picture, or video on a social medium that is harmful, disrespectful, insulting, or otherwise offensive, and that is directed at a Participant, at Basketball BC, or at other persons connected with Basketball BC.
- c. Creating or contributing to a Facebook group, webpage, blog, or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about Basketball BC, its stakeholders, or its reputation.
- d. Inappropriate personal or sexual relationships between Participants who have a power imbalance in their interactions, such as between athletes and coaches, Directors and staff, officials and athletes, etc.
- e. Any instance of cyber-bullying or cyber-harassment between one Participant and another Participant (including a teammate, coach, opponent, volunteer, or official), where incidents of cyber-bullying and cyber-harassment can include but are not limited to the following conduct on any social medium, via text-message, or via email: regular insults, negative comments, vexatious behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour.
- f. All conduct and behaviour occurring on social media may be subject to the Basketball BC *Discipline and Complaints Policy*.
- g. For greater certainty, the conduct and behaviour expectations in this section apply to all social media activity, including content created, altered, or assisted through Artificial Intelligence (AI), as defined in this Policy.

5. PARTICIPANTS RESPONSIBILITIES

5.1 If Basketball BC unofficially engages with a Participant in social media (such as by retweeting a tweet or sharing a photo on Facebook) the Participant may, at any time, ask Basketball BC to cease this engagement.

- 5.2 When using social media (including content created or assisted by AI), a Participant must model appropriate behaviour befitting the Participant's role and status in connection with Basketball BC.
- 5.3 Removing content from social media after it has been posted (either publicly or privately) does not excuse the Participant from being subject to the Basketball BC [*Discipline and Complaints Policy*](#).
- 5.4 A person who believes that a Participant's social media activity is inappropriate or may violate Basketball BC's policies and procedures should report the matter to Basketball BC in the manner outlined by the Basketball BC's [*Discipline and Complaints Policy*](#).

6. BASKETBALL BC RESPONSIBILITIES

- 6.1 Basketball BC has a responsibility to understand if and how Participants are using social media to communicate with each other. Participants may need to be reminded that behaviour in social media is still subject to the [*Code of Conduct and Ethics*](#) and *Social Media Policy*.
- 6.2 Complaints and concerns about a Participant's conduct or behaviour on social media can be addressed under the *Discipline and Complaints Policy*.

7. REVIEW and APPROVAL

This Policy was reviewed and approved by the Basketball BC Board of Directors on March 31, 2026.