



POLICY WITH RESPECT TO SOCIAL MEDIA

POLICY NUMBER:	
TITLE OF THE POLICY:	Social Media Policy
DATE OF ADOPTION:	
COUNCIL RESOLUTION NUMBER:	
SUPERCEEDS:	
DATE OF IMPLEMENTATION:	Fall 2018
PROJECTED DATE OF REVISION:	Fall 2021
PURPOSE OF THE POLICY:	The primary purpose of this policy is to establish guidelines for the use of social media by any University of The Bahamas student-athlete.
REVISION NUMBER:	
ACCOUNTABILITY:	
RELATED POLICY/POLICIES:	
APPENDIX:	

1. Preamble

The University of The Bahamas is an academic community that is committed to the pursuit of knowledge and truth through teaching, learning, research, and service to the community. The University is keen on creating a dynamic out-of-classroom experience for its students that would impact the overall university experience as well as assist with the development of the whole person, through sports.

2. Scope

The University of The Bahamas Athletics Department recognizes and supports its student-athletes' rights to freedom of speech, expression, and association, including the use of online social networks. However, each student-athlete must remember that playing and competing for the University of The Bahamas is a privilege not a right. As a student-athlete, you represent the University and you are expected to portray yourself, team, and the University in a positive manner at all times. In this regard, guidelines are established to assist in decisions made on social media.

3. Definitions¹

Social Media- a term commonly used to describe websites and online tools which allow users to interact with each other by sharing information, opinions, knowledge, and interests. Social media includes, but are not limited to, blogs, podcasts, discussion forums, Wikis, RSS feeds, video sharing, SMS (texting), social networks like Instagram, Facebook, and Twitter, as well as content sharing networks such as flickr and Youtube.

4. Regulations

- Student-Athletes should understand and follow the rules of each particular social media site.
- Do not post anything private, confidential or sensitive.
- Do not post comments that attack another student-athlete, coach or athletic administrator from the University of The Bahamas or another institution
- Do not post information, photos, or other representations of sexual content, harassing language, inappropriate behavior or items that could be interpreted as demeaning or inflammatory.
- Do not post photos, videos, or comments showing the personal use of alcohol, drugs, and tobacco (i.e., no holding cups, can, shot glasses etc.)
- Do not post photos, videos, or comments that condone drug-related activity. This includes but is not limited to images that portray the personal use of marijuana and drug paraphernalia.
- Do not comment on student-athlete injuries, playbooks, rosters, officiating or any other team information that should remain confidential.

5. Posting Guidelines

- Understand that freedom of speech is not unlimited. Social media websites are NOT a place where you can say and do whatever you want without repercussions.
- Think twice before posting. If you would not want your parents, family, coaches or boss to see your post, do not post it!
- Remember the Internet is permanent. Even if you delete something on the Internet, it still exists out there somewhere.
- Remember many different audiences will see your posts, including fans, alumni, children, student-athletes, parents, staff, faculty, etc.
- Be honest, respectful, and positive.
- Be professional and polite.
- Be accurate. If you make a mistake, own up to it and correct it quickly.
- Avoid topics that may be considered objectionable or inflammatory like religion, race, or politics.
- Do not post anything that you would not speak about openly in a work place or public, such as comments on drug use, sexual humor, skin color or ethnic slurs.
- Be in the proper state of mind when you make a post. Do not post when your judgment is impaired in any way.
- Remember coaches and administrators monitor social media websites.
- Remember potential employers use social media websites to screen candidates. Your career path can be directly impacted by your actions on social media websites.
- Protect yourself by maintaining a self-image that you can be proud of years from now.
- Use the privacy/security settings made available on social media sites.

6. Sanctions

If a student-athlete's profile and its contents are found to be inappropriate in accordance with the above behaviors, the Athletic Director may imposed the following sanctions:

- Written Warning
 - Notification from the Athletic Director to the student-athlete outlining the policy and requiring that the unacceptable content be removed or the social network account be deactivated
 - Suspensions from the team and all team-related activities. Based on your situation, you can be temporarily suspended for a determined length of time or permanent
 - Immediate loss or non-renewal of athletic aid.
 - Expulsion from University Athletics
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References

<http://www.bakerwildcats.com/socialmediapolicy>

gofalconports.com/information/social_media_policy.docx

http://www.cosida.com/media/documents/2012/9/UNC__Social_Media_Policy.pdf

<https://saas.usc.edu/files/2012/08/USC-Student-Athlete-Social-Media-Policy-Sign-Off.pdf>

