
Policy on Social Media Use by Athletes

Title:	Social Media Use by Athletes
Policy number:	POL 042
Approval(s) required	Academic Senate <input type="checkbox"/> Board of Trustees <input checked="" type="checkbox"/> Both <input type="checkbox"/>
Date of Senate approval if required	(dd/mm/yyyy)
Date of Board approval if required	(06/12/2023)
Effective date of implementation	(06/12/2023)
Frequency of review required	2 years
Replacing or superseding information	
Revision number	New
Responsible Office	Department of Athletics
Accountable Officer	Director, Athletics
Related legislation, regulation, policy, or policies	List of relevant legislation, regulation and policies that are referenced by or impacted by this policy.
Appendix/Appendices	

1. **Authority**

Board of Trustees

2. **Purpose**

The primary purpose of this policy is to establish guidelines for the use of social media by all University of The Bahamas student athletes.

3. **Scope**

This policy applies to all student athletes of University of The Bahamas.

4. **Definitions**

Social Media: used to describe websites and online tools which allow users to interact with each other by sharing information, opinions, knowledge, photographs, 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.

5. **Policy Statement**

5.1. **Regulations:**

- Student-Athletes must follow the rules of each particular social media site, where they have accounts.
- Must not post comments that attack other student-athletes, coaches or athletic administrators of the University of The Bahamas or another institution.
- Must not post information, photos, or other representations of sexual content, harassing language, inappropriate behavior or items that could be interpreted as demeaning or inflammatory.
- Must not post photos, videos, or comments showing the personal use of alcohol, drugs, and tobacco.
- Must not post photos, videos, or comments that condone drug use and drug-related activity.
- Must not comment or post on student-athlete injuries, playbooks, rosters, officiating or any other team information that should remain private, sensitive or confidential.

5.2. **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 impose 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;
- Suspension from the team and all team-related activities;
- Immediate loss or non-renewal of athletic aid;
- Expulsion from University Athletics.