

Hershey Little League Social Media Policy

Purpose: The purpose of this policy is to guide and protect all participants in Hershey Little League (HLL) when engaging in social media activities. We aim to create a positive, supportive, and safe online environment that reflects the values of teamwork, respect, and sportsmanship promoted by our league.

1. General Conduct

- **Positive Language:** All posts, comments, and messages should be positive and supportive. Avoid negative or critical comments about players, coaches, umpires, parents, or league officials.
- **Respectful Communication:** Treat all members of the community with respect. Do not engage in personal attacks, name-calling, or inappropriate language.
- **Confidentiality:** Do not disclose any personal information (e.g., addresses, phone numbers) of players, coaches, parents, or league officials without consent.

2. Youth Protection

- **Photos and Videos of Minors:** Obtain parental consent before sharing any photos or videos of players. Only post images that are appropriate and respectful.
- **Tagging and Identification:** Avoid tagging or identifying minors in photos or posts without explicit parental permission.
- **Reporting Concerns:** If you see a post that you believe violates the privacy or safety of a player, notify HLL leadership immediately for review.

3. League Representation

- **Official Posts:** Only designated league administrators should post official updates, schedules, or announcements. These posts will represent the league and its official stance.
- **Personal Opinions:** When posting about league activities on personal accounts, clarify that your views are personal and do not represent the league.
- **Use of Logos:** Do not use HLL's official logo or branding on personal accounts without permission from the league administration.

4. Conduct Expectations for Coaches and Volunteers

- **Role Modeling:** Coaches and volunteers are expected to set a positive example, both on and offline. Be mindful that posts can influence young players and the league's image.
- **Refrain from Coaching Criticism:** Avoid public criticism of coaching strategies, player performance, or league decisions. Concerns should be addressed privately through the appropriate channels.

5. Privacy and Personal Boundaries

- **No Private Messaging with Minors:** Coaches, volunteers, and parents should avoid private messaging minors unless a parent or guardian is included.
- **Group Messaging:** For communication purposes, use team or group messages where possible, and always maintain a professional and respectful tone.

6. Harassment and Bullying

- **Zero Tolerance:** HLL has a zero-tolerance policy toward online harassment or bullying. Any incidents of cyberbullying should be reported to league leadership, and appropriate actions will be taken, which may include suspension or banning from league activities.
- **Promote Inclusion:** Encourage posts that foster inclusivity, sportsmanship, and respect for all players and teams.

7. Monitoring and Reporting

- **Oversight:** The HLL Board or designated social media committee will monitor public pages and social media activity related to the league.
- **Reporting Violations:** If any member or participant violates this policy, they may be subject to corrective actions, including warnings, suspension from games, or removal from league roles.

8. Parent and Player Guidelines

- **Role Models:** Parents and players are encouraged to use social media to share positive experiences and celebrate achievements. Show sportsmanship and encourage others in a constructive way.
- **Constructive Feedback:** If you have concerns or suggestions, please direct them privately to league leadership rather than posting on social media.

Review and Updates

This policy will be reviewed annually or as needed to ensure it remains relevant and effective in providing a safe and respectful online environment for our little league community. All participants, including coaches, parents, and players, are expected to review and adhere to this policy.

By participating in HLL, you agree to follow this Social Media Policy.

This policy will help create a positive, safe social media presence for your little league and set clear expectations for everyone involved.