



Tewksbury Girls Basketball League

Social Media Policy

Tewksbury Girls Basketball League (TGBL) will utilize various social media platforms as a way to increase communications about the league, convey information to its members, and promote TGBL. This Social Media Policy outlines the proper and expected usage of all social media platforms and applications as it relates to TGBL and its membership. The TGBL Social Media Committee (SCM) and TGBL Board of Directors will monitor all social media platforms being utilized by TGBL to ensure strict adherence to this policy.

The TGBL Social Media Committee (SMC) will consist of a minimum of two current BOD members who are familiar with the social media platforms and how to use them, or are willing to learn. Additional members are on a volunteer basis. The SMC will remain for 1 year, and be re-established each year at the TGBL Annual General Meeting (AGM) typically held in May.

The SMC will allow for “Delegates” to be provided access to post to the TGBL social media platforms on behalf of TGBL. A maximum of 3 delegates will be allowed at any time, and are subject to change during the course of the league year.

SMC Member Responsibilities include:

- Controlling access to the TGBL social media accounts on all platforms
- Appointing up to 3 Delegates to post on TGBL social media platforms on behalf of TGBL
- Monitoring all TGBL social media accounts for proper communications
- Advising the BOD if any inappropriate content is found on any of the platforms

SMC Member and Delegates allowable content guidelines:

Below is a listing of acceptable content to be posted to any of the TGBL social media accounts by any member of TGBL BOD, TGBL SMC, or any social media Delegate:

- TGBL league schedules
- Travel league schedules
- meeting dates
- upcoming events
- game highlights
- game results
- player development materials
- tournament information

- fundraising information

All Electronic communication:

- will be restricted to league matters
- must not offend, intimidate, humiliate or bully another person
- must not be misleading, false or injure the reputation of another person
- must respect and maintain the privacy of members
- must not bring the league into disrepute
- must not contain any vulgar or foul language, images or videos
- must not contain any information related to BOD privileged information or BOD meeting discussions.

The SMC and Delegate(s) will monitor all platforms and respond to member questions/concerns as soon as possible. If a SMC Member or Delegate does not know the answer to the question, they will direct the member the appropriate contact information to have their question/concern addressed. SMC and Delegates should never provide personal email addresses for BOD members, only tgbl.org email addresses should be provided.

All TGBL members will be informed that names, images and/or videos of players may appear in social media.

If any member is found to be in violation of the above policy, the SMC will bring the matter to the BOD immediately. The BOD reserves the right to block members it finds to be in violation of this policy for any and all TGBL social media accounts.

TGBL expects our members to conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites connected to the league.