

Appendix F

Social Media Policy

Colonial League for Interscholastic Sports, Inc. (“COLONIAL LEAGUE”) recognizes the importance of the Internet in shaping the public’s perception of our league. COLONIAL LEAGUE also recognizes the importance of our Board members, executive directors, sport coordinators, sport committee members, coaches, employees, and volunteers in leading and setting the tone of social media interactions in a manner that advances COLONIAL LEAGUE’s mission and goals.

Applicability

This Social Media Policy applies to all members, officers and/or sport chairs (“COLONIAL LEAGUE Members”). This Social Media Policy applies to all social media content posted by COLONIAL LEAGUE Members in their professional and personal capacity to the extent such content is related to COLONIAL LEAGUE.

Guidelines

All COLONIAL LEAGUE Members shall abide by the following guidelines when using social media:

1. Be positive and respectful, and always take the high road. When disagreeing with others’ opinions, remain appropriate and do not engage in online debates. If you find yourself in a situation online that is becoming antagonistic, ask the COLONIAL LEAGUE Board of Directors or your sport coordinator for advice on how to disengage from the dialogue in a polite and respectful manner that reflects well on COLONIAL LEAGUE.
2. Do not post content that would harm COLONIAL LEAGUE or damage COLONIAL LEAGUE’s reputation. Remember that even while you are on your own personal time, you are a representative of the COLONIAL LEAGUE, and people may interpret your online postings or social interactions as though they were official COLONIAL LEAGUE statements.
3. Use good judgment when posting comments on any official COLONIAL LEAGUE site. Bear in mind that your comments can create liability for COLONIAL LEAGUE. If you are unsure whether a comment is appropriate to post, either do not post it or obtain prior approval from the officers.
4. Be smart about what you publish. Once something is posted, it exists online forever. Ask yourself, “Would I want to see this published in the newspaper or posted on a billboard tomorrow or ten years from now?” If the answer is “no,” do not post.
5. Encourage others to engage in positive interactions on social media. If you are concerned about any COLONIAL LEAGUE Member’s use of social media, please bring your concerns to the attention of the officers of the COLONIAL LEAGUE.
6. Personally identifiable information (information, such as a name and date of birth and/or a street address which, when taken together, can identify a particular individual) should not be disclosed in any

manner on official COLONIAL LEAGUE social networking sites without the approval of the COLONIAL LEAGUE.

Recommended Use of Social Media

1. Championship information
2. League events
3. League information regarding multiple members of the League
4. League members participating in the District XI playoffs and/or PIAA playoffs

Violations of the Social Media Policy

The COLONIAL LEAGUE Officers shall have the authority to monitor and enforce this Social Media Policy. The COLONIAL LEAGUE Officers and any individual appointed by the Board of Directors, shall have the authority to remove any inappropriate or offensive comments from official COLONIAL LEAGUE sites and to block any individual or organization from posting on any official COLONIAL LEAGUE social media platform if they determine, in their sole discretion, that such removal or block is in the best interests of the COLONIAL LEAGUE.

The failure of any COLONIAL LEAGUE Member to adhere to this Social Media Policy shall be considered a violation of the COLONIAL LEAGUE Constitution, and any COLONIAL LEAGUE Member who fails to adhere to this Social Media Policy shall be subject to a loss of social media privileges.