1. I think ESPN's approach to employee social media management to be incredibly ineffective. Their rules on what can and cannot be tweeted, for example, is censorship. Just because the human being is an employee does not mean their personal belongings are, too. Scott Van Pelt's house/apartment is not ESPN property because ESPN pays Van Pelt and he owns his living space. That concept should translate to social media unless it is stated in the employment contract that ESPN can control an employee's social media. ESPN's policy for employee social media is that the employee can only be defined as ESPN, meaning Dick Vitale is Dick Vitale because of ESPN. The policy appears as though the employee is who they are because of ESPN and that warrants the right to censor employees.

In the Jemele Hill situation with her tweets about President Trump, ESPN should have no right to suspend her because of her personal views. They do not own her brain/thoughts or her Twitter. Therefore, she should have her freedom of speech to tweet what she wants. Another example, would be Bill Simmons being suspended for trash talking WEEI reporters. Bill Simmons should be considered like a random listener who doesn't like the hosts. Just because the hosts and Simmons are distant colleagues, doesn't mean ESPN can control what Simmons believes about the Boston radio broadcasters.

2. As stated above, I believe Jemele Hill and Bill Simmons were treated unfairly by ESPN. While there is a fair argument that sports and politics should be independent of each other, Jemele Hill should be able to talk about/tweet what she wants about what is on her mind; it is her freedom of speech. Even if ESPN's simple goal is to keep politics and sports as separate as possible, the company should not be able to censor its employees. Bill Simmons was also treated unfairly. He, like Hill, got in trouble for using his Twitter in a way his bosses disliked. By tweeting his dislike for Boston broadcasters on (the ESPN owned station) WEEI, ESPN believed that suspending Simmons from Twitter was necessary. Simmons was only allowed to tweet about his book tour. This severely censored Simmons; he lost his platform to share his individuality.

3. The most surprising thing an ESPN employee said was Bill Simmons about the Lance Armstrong "gay joke." Bill Simmons was censored multiple times on his social media by ESPN for tweeting what could be deemed as damaging to the company's image. However, the company allowed a Lance Armstrong gay joke to be said on national television in an ESPY's monologue. Simmons was a "golden boy" for ESPN. When writing for the company, he stayed in his lane and stuck to what he was good at: sports writing. However, he saw the use of Twitter to be an engaging, fun media platform. Simmons tried to use the platform as he believed it should be used and ESPN censored him with a 2 week suspension.