



# **Bendigo Baseball Association**

**Governing Document #4**

**Social Media Policy**

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## **SOCIAL MEDIA POLICY**

### **1.0 Policy overview and purpose**

1.1 Social media is changing the way we communicate.

1.2 This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

1.3 This policy assists to establish a culture of openness, trust and integrity in all online activities related to Bendigo Baseball Association Inc.

1.4 This policy contains Bendigo Baseball Association Inc guidelines for the Bendigo Baseball Association Inc community to engage in social media use. It also includes details of breaches of the policy.

1.5 In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

### **2.0 Underlying principles**

2.1 This policy complements Bendigo Baseball Association Inc's core values:

## **STATEMENT OF PURPOSES**

The purposes of the Bendigo Baseball Association Inc. are:

- To encourage, promote, control, support and manage issues affecting the game of baseball; and
- To control baseball competitions and matches involving members or representative teams of the Association and any other body which the Association is affiliated with or a member of; and
- To encourage and join in and contribute to the promotion of other sporting activities and social interaction involving members; and
- To pursue and conduct programs, projects, exhibitions held under the auspices of the BBA; and
- To become a member of, affiliate with, establish, promote or assist in the establishment of any other body whose objects are like these or which may be reasonably considered to be beneficial to the members of the BBA and the cause of baseball.
- To provide a safe, positive and support social media playground for all members of Bendigo Baseball Association Inc.

The Secretary of the Bendigo Baseball Association Inc., or their nominee, via the Executive of the BBA, is responsible for all matters related to this policy.

### **3.0 Coverage**

3.1 This policy applies to all persons who are involved with the activities of Bendigo Baseball Association Inc, whether they are in a paid or unpaid/voluntary capacity and including:

3.1.1 members, including life members of Bendigo Baseball Association Inc;

3.1.2 persons appointed or elected to boards, committees and sub-committees;

3.1.3 employees of Bendigo Baseball Association Inc;

3.1.4 members of the Bendigo Baseball Association Inc Executive, Tribunal and the Pennant Committee;

3.1.5 support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and others;

3.1.6 coaches and assistant coaches;

3.1.7 players, both senior and junior grades;

3.1.8 referees, umpires and other officials;

3.1.9 member associations

3.1.10 affiliated clubs and other organisations officially affiliated with the Bendigo Baseball Association Inc; and

3.1.11 identifiable club associated persons who are spectators and identifiable parents of junior players (players being under the age of 18 years).

### **4.0 Scope**

4.1 social media refer to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

4.1.1 Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)

4.1.2 Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)

4.1.3 Blogs and micro-blogging platforms (e.g. Tumblr, WordPress, Blogger, etc)

- 4.1.4 Review sites (e.g. Yelp, Urban Spoon, etc)
- 4.1.5 Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- 4.1.6 Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc) 4.1.7 Geo-spatial tagging (e.g. Foursquare, etc) 4.1.8 Online encyclopaedias (e.g. Wikipedia, etc)
- 4.1.9 Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- 4.1.10 Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- 4.1.11 Online voting or polls
- 4.1.12 Public and private online forums and discussion boards
- 4.1.13 Any other online technologies that allow individual users to upload and share content.

4.2 This policy is applicable when using social media as:

- 4.2.1 an officially designated individual representing Bendigo Baseball Association Inc on social media; and
- 4.2.2 if you are posting content on social media in relation to Bendigo Baseball Association Inc that might affect Bendigo Baseball Association Inc's business, products, services, events, sponsors, members or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to Bendigo Baseball Association Inc or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to Bendigo Baseball Association Inc may still be regulated by other policies, rules or regulations of Bendigo Baseball Association Inc.

## **5.0 Using social media in an official capacity**

5.1 You must be authorised by the Executive of the BBA before engaging in social media as a representative of Bendigo Baseball Association Inc.

5.2 To become authorised to represent Bendigo Baseball Association Inc in an official capacity, you must have or undertake some form of training in the use of social media as determined by the BBA Committee.

5.2.1 This training if not already completed must be undertaken within eight (8) weeks of undertaking the role and such training demonstrated to the Executive that it has been completed.

5.3 As a part of Bendigo Baseball Association Inc's community you are an extension of the Bendigo Baseball Association Inc brand.

5.4 As such, the boundaries between when you are representing yourself and when you are representing Bendigo Baseball Association Inc can often be blurred. This becomes even more of an issue as you increase your profile or position within Bendigo Baseball Association Inc. Therefore, it is important that you always represent both yourself and Bendigo Baseball Association Inc appropriately online.

## **6.0 Guidelines**

You must adhere to the following guidelines when using social media related to Bendigo Baseball Association Inc. or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

### **6.1 Use common sense**

Whenever you are unsure as to whether the content you wish to share is appropriate, seek advice from others (such as Tribunal chair, Pennant Committee chair or the President of the BBA) before doing so or refrain from sharing the content to be on the safe side.

6.1.1 When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for Bendigo Baseball Association Inc.

### **6.2 Protecting your privacy: Be smart about protecting yourself and your privacy.**

6.2.1 When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

6.2.2 Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

### **6.3 Honesty**

Your honesty, or dishonesty, may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. The BBA Inc. recommends erring on the side of caution, if in doubt, do not post or upload.

6.3.1 Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

6.3.2 If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

6.3.3 The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

#### 6.4 Use of disclaimers

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of Bendigo Baseball Association Inc) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have legal effect.

#### 6.5 Reasonable use

If you are an employee of Bendigo Baseball Association Inc, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

#### 6.6 Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of Bendigo Baseball Association Inc's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of the BBA.

6.6.1 Remember, if you are online, you are on the record— much of the content posted online is public and searchable.

6.6.2 Within the scope of your authorisation by Bendigo Baseball Association Inc, it is perfectly acceptable to talk about Bendigo Baseball Association Inc and have a dialogue with the community, but it is not okay to publish confidential information of Bendigo Baseball Association Inc. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about our normal workings of the Committee of Management, The Pennant Committee or BBA Tribunal other examples would be: e.g. BBA team selection procedures, coaching practices, financial information and in confidence information formed between partnerships or with other affiliated associations or organisations.

6.6.3 When using social media, you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

6.6.4 Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

6.7 Gaining permission when publishing a person's identifiable image. You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

6.7.1 You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

6.7.2 In every instance, you need to have consent of the owner of copyright in the image.

#### 6.8 Complying with applicable laws

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

#### 6.9 Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and Bendigo Baseball Association Inc's own copyrights and brands.

6.9.1 You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

6.10 Discrimination, sexual harassment and bullying the public in general, and Bendigo Baseball Association Inc's employees and members, reflect a diverse set of customs, values and points of view.

6.10.1 You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate. 6.10.2 When using social media, you may also be bound by Bendigo Baseball Association Inc's values and Anti-Discrimination, Harassment and Bullying Policy as outlined in the BBA Code of Conduct.

#### 6.11 Avoiding controversial issues

Within the scope of your authorisation by Bendigo Baseball Association Inc, if you see misrepresentations made about Bendigo Baseball Association Inc in the media, you may point that out to the relevant authority in the BBA. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

#### 6.12 Dealing with mistakes

If the BBA or affiliated clubs makes an error while posting on social media, be up front about the mistake and address it quickly.

6.12.1 If you choose to modify an earlier post, make it clear that you have done so. If someone accuses the BBA or affiliated clubs of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

#### 6.13 Conscientious behaviour and awareness of the consequences

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your membership, registration or affiliation with the BBA at risk.



6.13.1 You should always follow the terms and conditions for any third-party sites in which you participate.

#### 6.14 Branding and intellectual property of Bendigo Baseball Association Inc

You must not use any of Bendigo Baseball Association Inc's intellectual property or imagery on your personal social media without prior approval from the BBA or the affiliated club.

6.14.1 Bendigo Baseball Association Inc's and affiliated clubs' intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on Bendigo Baseball Association Inc official social media sites or website.

6.14.2 You must not create either an official or unofficial Bendigo Baseball Association Inc presence using the organisation's trademarks or name without prior approval from Bendigo Baseball Association Inc.

6.14.3 You must not imply that you are authorised to speak on behalf of the Bendigo Baseball Association Inc. unless you have been given official authorisation to do so by the Executive of the BBA.

6.14.4 Where permission has been granted to create or administer an official social media presence for Bendigo Baseball Association Inc, you must adhere to the Bendigo Baseball Association Inc Branding Guidelines.

### 7.0 Policy Breaches

Breaches of this policy include but are not limited to:

7.1 Using Bendigo Baseball Association Inc's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.

7.2 Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libelous.

7.3 Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.

7.4 Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of baseball or the Governing Documents of the BBA.

7.5 Posting or sharing any content in breach of Bendigo Baseball Association Inc's anti-

discrimination, racial discrimination, sexual harassment or the BBA Code of Conduct.

7.6 Posting or sharing any content that is a breach of any state or Commonwealth law.

7.7 Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.

7.8 Posting or sharing material that brings, or risks bringing Bendigo Baseball Association Inc, its affiliates, its sport, its officials, members or sponsors into disrepute.

7.8.1 In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

7.9 Reporting a breach

If you notice inappropriate or unlawful content online relating to Bendigo Baseball Association Inc or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

7.10 Reporting Violations

7.10.1 The reporting of any violation of BBA Social Media Policy by any player, official, umpire, scorer or spectator will occur by the completion of the BBA Report Form (BBA Form #10) by the reporting person(s) and to the BBA by the prescribed method in Governing Document #5 - Reporting Procedures.

7.10.2 Umpire Report breach of Code of Conduct

7.10.2.1 All Code of Conduct contraventions, if reported by an Umpire, will be dealt with as per BBA Governing Document #5 - Reporting Procedures.

7.10.3 Report of breach of BBA Social Media Policy by other than Umpire

7.10.3.1 All Social Media Policy contraventions, if reported by any person, other than an umpire (BBA player, BBA official, Club official, spectator or member of the public) must complete a BBA Report Form within 21 days of the alleged incident(s) and forward same to the BBA Secretary. If possible, screen shots (by digital photograph) of offending material to be supplied.

7.10.3.2 The BBA Secretary will seek clarification from the Tribunal Chair on the best process forward.

7.10.3.3 The likely appointment of a "BBA Investigations Officer" can be undertaken by the BBA Secretary prior to referral to the Tribunal Chair.

7.10.3.4 Failure of the reporting person to submit the BBA Report Form within the 21-day timeline

will invalidate the process. In exceptional circumstances, the BBA Tribunal Chair, can waive the 21-day limit if the report is deemed to be of the utmost importance to the good governance of baseball within Bendigo.

7.10.3.5 In the case of a breach by a spectator of the BBA social media Policy, that spectator must be readily identifiable as associated with a club, the BBA or an allied Association. A passing member of the public or an unknown person should not be approached or contacted.

7.10.3.6 All endeavours should be made by the reporting Umpire or Reporting person to ascertain who the spectator is associated with (as in club, BBA or associated Association). These enquiries should be included on the BBA Report Form (BBA Form #10).

7.11 Further information about reporting breaches:

7.11.1 For a complaint about the misuse of social media relating to a match or competition that occurs either prior to, during, or after a game; refer to BBA Governing Document #5 – Reporting Procedures.

7.11.2 For a complaint about the misuse of social media that is general in nature and/or ongoing and does not apply to a particular game; refer to BBA social media Policy 7.10.3.

7.11.3 All complaints submitted will be heard by the BBA Tribunal and the practices outline in BBA Governing Document #7 – Tribunal Hearing Procedure will apply.

7.12 Investigation

7.12.1 Alleged breaches of this social media policy may be investigated according to BBA social media Policy 7.10.2 or 7.10.3.

7.12.2 Where it is considered necessary, Bendigo Baseball Association Inc may report a breach of this social media policy to police.

7.13 Disciplinary process, consequences and appeals Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in:

7.13.1 BBA Governing Document #1 – Administration of Baseball;

7.13.2 BBA Governing Document #5 - Reporting Procedures;

7.13.3 BBA Governing Document #3 – Code of Conduct;

7.13.4 BBA Governing Document #7 – Tribunal Hearing Procedure.

7.13.5 Employees of Bendigo Baseball Association Inc who breach this policy may face disciplinary

action up to and including termination of employment in accordance with the BBA's Administration of Baseball, Governing Document #1 or other relevant policy or Governing Document.

#### 7.14 Appeals

7.14.1 Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal.

7.14.2 The appeal must be made to the BBA Secretary, in writing within 72 hours of the decision made by the Tribunal stating the reason for the appeal.

7.14.3 Any club, team or affiliate or associate Association or players or members thereof suspended, disqualified or penalised by the BBA Tribunal in relation to this policy as per 7.13.5 shall have the right of appeal to the Committee of the BBA notwithstanding any club affiliation would disqualify those members of the Committee.

#### 7.15 Related policies

- BBA Governing Document #1 – Administration of Baseball;
- BBA Governing Document #5 - Reporting Procedures;
- BBA Governing Document #3 – Code of Conduct;
- BBA Governing Document #7 – Tribunal Hearing Procedure

#### 7.16 Other legal considerations that may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws • Anti-discrimination laws
- Employment laws
- Advertising standards
- *Charter of Human Rights and Responsibilities Act 2006* • *Information Privacy Act 2000*
- Equal opportunity laws
- Contempt of Court
- Gaming laws

#### Acknowledgement:

The social media Policy was derived from the Template from the site at Play by the Rules an initiative of the Tasmania and New South Wales Governments.

Template and information re the Administration of Sport at: <https://www.playbytherules.net.au/>