



# BASEBALL AUSTRALIA (BA) SOCIAL MEDIA POLICY

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# Social Media Policy

## 1. INTRODUCTION

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- 1.1 Baseball Australia (**NSO**) recognises that Social Media and digital communications are a valuable tool to engage and connect with members, athletes, supporters, sponsors and other key stakeholder groups, and that Social Media is an increasingly important method of communications for members and athletes.
- 1.2 The rapid growth and evolution of Social Media requires an overarching NSO policy that ensures Relevant Persons engaging in Social Media have an understanding about appropriate guidelines and usage.
- 1.3 The intention of this Social Media Policy (**Policy**) is to establish a culture of openness, trust and integrity in activities surrounding Social Media and the Internet, in conjunction with education and training.

## 2. PURPOSE

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- 2.1 The purpose of this Policy is to set out NSO's rules for the appropriate use of Social Media by Relevant Persons, whether for or on behalf of NSO, engaging with NSO, or personally whilst a member of NSO.
- 2.2 The aim of this Policy is to:
  - (a) promote and encourage appropriate use of Social Media by Relevant Persons;
  - (b) ensure that Relevant Persons understand NSO's approach to Social Media, and its expectations for the personal and professional use of online communication; and
  - (c) govern the terms of use by Relevant Persons of NSO-controlled, administered or related Social Media.
- 2.3 This Policy also aims to protect the Intellectual Property, Confidential Information, brand, reputation and viability of NSO as well as the rights and interests of Relevant Persons.

## 3. APPLICATION OF THE POLICY

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- 3.1 This Policy applies to Relevant Persons. This Policy binds all members of the NSO as Policy implemented by the board. This Policy is also intended to be binding upon all participants in the Australian Baseball League (ABL) and all Australian representative teams, including any persons travelling with those teams in an official capacity.
- 3.2 While this Policy does not form part of any contract of employment, failure to comply with the procedures below may result in disciplinary action by NSO against Staff Members or any Relevant Person.
- 3.3 This Policy may be updated by NSO from time to time.
- 3.4 This Policy applies to all communications published by Relevant Persons on Social Media.

#### **4. POLICY GUIDELINES AND PROCEDURES**

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- 4.1 The use of Social Media is regarded as an essential and convenient tool in day to day life and business. It must be used in a manner that upholds the policies and procedures of NSO and in a way that reflects the responsible and upstanding principals of the organisation.
- 4.2 The use of Social Media by any Relevant Person should be appropriate, responsible and ethical:
- (a) All NSO communications posted, shared or sent on Social Media, whether by an Authorised User or otherwise, are considered official communications of NSO in the same manner as documents on NSO letterhead and, therefore, must be consistent with the values, ethics, policies, aims and objectives of NSO;
  - (b) All communications posted, shared or sent on Social Media by Relevant Persons in their personal capacity may still be considered by others, whether correct or not, as a communication of NSO, or otherwise representing the views, values or beliefs of NSO or members of NSO. As such, NSO expects that such communications will at all times be consistent with the values, ethics, policies, aims and objectives of NSO.
- 4.3 The use of Social Media by any Relevant Person should be made with a clear distinction between acting in a professional capacity and a personal capacity.

#### **5. NSO BUSINESS USE – AUTHORISED USERS**

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- 5.1 Only Authorised Users are authorised to comment or publish information on Social Media for or on behalf of NSO.
- 5.2 To become an Authorised User of specific Social Media, a Staff Member must gain the approval of the CEO in writing.
- 5.3 Once a Staff Member has received authorisation to use Social Media for and on behalf of NSO, the Staff Member must:
- (a) comply with the terms of this Policy;
  - (b) disclose that they are an employee/contractor of NSO;
  - (c) use only authorised NSO accounts with that particular Social Media, unless authorised to use an approved official account or avatar;
  - (d) disclose and comment only on information classified as information already within the public domain;
  - (e) ensure that all content published is accurate and not misleading, and complies with all relevant NSO policies and other relevant requirements;
  - (f) comment only on the Staff Member's area of expertise and authority;
  - (g) ensure comments are respectful; and

- (h) adhere to the terms of use for the Social Media platform or website being used.
- 5.4 The Staff Member must not:
- (a) do anything that may cause harm to the business, brand, reputation or rights of NSO or its Associated Parties or the Events;
  - (b) disclose information about an NSO stakeholder that is confidential or commercially sensitive without the written approval of the stakeholder and NSO;
  - (c) disclose any Confidential Information without the appropriate written approval; or
  - (d) post any material that might otherwise cause or be likely to cause damage to NSO or its Associated Parties' reputation, or bring or be likely to bring NSO, its Associated Parties, the Staff Member, the Events or the Sport into disrepute.
- 5.5 Staff Members are encouraged to contact NSO's Authorised Users with any Social Media requests so NSO can act on their behalf. Relevant Persons are further encouraged to 'share' posts that are created and shared by NSO Authorised Users.
- 5.6 At all times when using Social Media for and on behalf of NSO, Staff Members must comply with this Policy and any training, directions and guidance provided by NSO about how to use Social Media.
- 5.7 Where accessing Social Media via the Computer Network, all Relevant Persons must:
- (a) do so in accordance with NSO's Policies, their employment contract and the National Integrity Framework;
  - (b) not provide comments to journalists, politicians or lobby groups other than in the course of their official duties, as approved under this Policy; and
  - (c) not spend unreasonable amounts of time using Social Media that is unrelated to official duties.
- 5.8 NSO must ensure that a comment moderation policy or terms and conditions are clearly available when inviting comments from the public on an official NSO website or social media platform.
- 5.9 All NSO Website activity, including the use of Social Media, must be approved by either the CEO or the Media Manager (or equivalent) unless otherwise authorised under this Policy.

## **6. PERSONAL USE**

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- 6.1 Relevant Persons should be aware that communications made through Social Media have the potential to impact on NSO and its Staff Members. Potential damage may be caused in certain circumstances, whether or not the Relevant Person is identified as having an affiliation with NSO.
- 6.2 Relevant Persons must take their employment or affiliation with NSO into account when using Social Media, particularly in the following circumstances:

- (a) Social Media use that has the capacity to damage the Relevant Person's professional reputation;
- (b) Social Media use that has the capacity to damage the reputation of NSO, the Sport or the Events;
- (c) Social Media use that has the capacity to damage the Relevant Person's ability to work with their colleagues;
- (d) Social Media use that breaches another of NSO's policies; and
- (e) Social Media use (including but not limited to email use) by employees and contractors can have an impact on NSO and communications made by employees where the employee is recognisable as a BA employee can be disciplined under this Policy.

6.3 When using Social Media in circumstances that are intended to be personal or private, Relevant Persons must:

- (a) make it clear that the Relevant Person's private opinions are their own and not say or do anything that may indicate that they represent either the views of NSO or their connection with NSO. The Relevant Person may wish to use a disclaimer such as "*any views expressed on this site/account are those of the author only*" or "*these views are personal and mine alone*";
- (b) not publish anything harmful, obscene, abusive, offensive or illegal as a consequence of which harm may be caused to NSO or its Associated Parties, the Sport or the Events;
- (c) not post any material that might otherwise cause or be likely to cause damage to NSO's reputation, or the reputation of the Sport or the Events, or bring or be likely to bring NSO, the Relevant Person, the Sport, the Events or the Associated Parties into disrepute;
- (d) not post content that is in breach of one or more of NSO's policies;
- (e) not disclose information about NSO or its operations that is confidential or likely to cause harm to NSO or its Associated Parties;
- (f) only disclose and discuss publicly available information;
- (g) not use or disclose NSO's Intellectual Property or Confidential Information, including but not limited to NSO's logos, an NSO email address or insignia;
- (h) not use the identity or likeness of a Staff Member;
- (i) ensure that they are respectful of others at all times and comply with NSO's policies if they interact with (or about) NSO-related matters;
- (j) adhere to the terms of use of the relevant Social Media; and
- (k) comply with all laws including, but not limited to misleading and deceptive conduct, anti-discrimination, victimisation, vilification, privacy, intellectual property, anti-bullying, harassment and defamation.

6.4 In compliance with NSO's policies personal usage should be limited and must not impact negatively on NSO.

## **7. MONITORING & PRIVACY**

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- 7.1 While it is not NSO's usual practice to do so, NSO may intercept or monitor Staff Members' use of Social Media on the Computer Network.
- 7.2 This may include, but is not limited to, the interception and/or reading of any message sent or received and any page visited via the Internet. By using NSO's Computer Network facilities, the Staff Member is deemed to have consented to such monitoring by NSO.
- 7.3 NSO may record any information posted to its Social Media and may use that information for the purposes of administering such Social Media or any other purpose consistent with NSO's Privacy Policy.
- 7.4 NSO strongly recommends that all Relevant Persons protect their own personal privacy by not including personal information in Social Media communications (for example but not limited to, email addresses, residential addresses and telephone numbers).

## **8. RESPONSIBILITIES**

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- 8.1 All Relevant Persons have a responsibility to ensure that their actions in relation to the use of Social Media comply with this Policy.
- 8.2 In particular, Relevant Persons are required to:
- (a) comply with this Policy;
  - (b) report any perceived incidence of non-compliance with this Policy to NSO, and to maintain confidentiality while the incident is being resolved; and
  - (c) contribute to the elimination of the Improper Use of Social Media from NSO's work environment.
- 8.3 If a Relevant Person becomes aware of inappropriate or unlawful content, or content that is in breach of this Policy, relating to NSO, they should report the circumstances via email to the following contact:

Integrity@baseball.com.au

## **9. CONSEQUENCES**

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- 9.1 If directed by NSO, the responsible Relevant Person will remove, rectify and/or publish a correction about, any material published on Social Media that, in the view of NSO, may breach this Policy or otherwise bring or be likely to bring, the NSO, a Relevant Person or a NSO sponsor into disrepute.
- 9.2 A Relevant Person who breaches this Policy may be responsible for any loss suffered by NSO, or its Associated Parties.
- 9.3 If a claim that Social Media has been used improperly is substantiated, disciplinary action, including but not limited to under the NSO Constitution, may result. The level of action will depend on all the circumstances, including the severity of the conduct. The outcomes could include, but are not limited to:
- (a) a formal apology;

- (b) a warning;
- (c) suspension or termination of membership, or membership benefits;
- (d) termination of employment (with or without notice); and/or
- (e) such other penalty as NSO deems appropriate in the circumstances.

9.4 Breaches of this Policy will be dealt with in accordance with the disciplinary provisions under either the BA Conduct & Disciplinary Policy or the National Integrity Framework Complaints, Disputes and Discipline Policy, depending on which NSO deems most appropriate.

## 10. REFERENCES

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10.1 This Policy must be adhered to, in conjunction with the following NSO rules and policies:

- (a) Constitution;
- (b) Codes of Conduct;
- (c) Privacy Policy;
- (d) National Integrity Framework.

## 11. DEFINITIONS

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11.1 For the purpose of this Policy, the below definitions apply:

**Associated Parties** mean NSO's members, athletes, sponsors, officials and volunteers.

**Authorised User** means a person authorised in accordance with clause 5.2 of this Policy to use Social Media on behalf of NSO.

**CEO** means the Chief Executive Officer of NSO from time to time.

**Computer Network** includes all Internet, email and computer facilities provided, supported or paid for by NSO. It includes but is not limited to, desktop computers, laptop computers, mobile devices and any other means of accessing NSO's email, Internet and computer facilities (including, but not limited to, a personal home computer which has access to NSO's IT systems).

**Confidential Information** means information belonging to NSO that is not known to the general public.

**Event** means any particular event or series of events, comprising Sport and/or entertainment activities, conducted by, or under authorisation from, NSO.

**Improper Use** means the use of Social Media in a way that does not comply with this Policy.

**Intellectual Property** means all rights or goodwill subsisting in copyright, business names, names, trade marks (or signs), logos, designs, patents or service marks (whether registered or registrable).

**Internet** means a worldwide electronic communications network providing access to millions of resources, not all of which are free. The World Wide Web is one element of the Internet.

**Relevant Persons** mean and include:

- (a) NSO Staff Members;
- (b) NSO authorised officials;
- (c) NSO members;
- (d) NSO athletes;
- (e) volunteers associated with NSO; and
- (f) any other person deemed to be a Relevant Person under the National Integrity Framework.

**Staff Members** mean all employees and contractors of NSO, including but not limited to permanent, casual and temporary staff and students on placement, as well as directors of NSO.

**Policy** means this Social Media Policy as amended from time to time.

**Social Media** means any website or application that enables users to create and share content or participate in one or both of social and online networking, including but not limited to:

- (a) external social networking sites (eg Facebook, LinkedIn, and Google Plus);
- (b) internal Websites;
- (c) video and photo-sharing Websites (eg Instagram, Flickr, YouTube, Snapchat, TikTok, Vine);
- (d) micro-blogging sites (including, but not limited to, Twitter);
- (e) weblogs, including all corporate blogs, personal blogs or blogs hosted by traditional media publications (eg 'comments' or 'your say' features on news Websites);
- (f) forums and discussion boards;
- (g) online encyclopaedias (eg Wikipedia);
- (h) instant messaging (including WhatsApp, SMS);
- (i) product or service reviews on retailer or customer review sites (eg Yelp, Trip Advisor);
- (j) vod and podcasting;
- (k) geospatial tagging (eg Foursquare); and
- (l) any other Websites that allow individual users or companies to use simple publishing tools.



**Sport** means the sport of baseball as administered by NSO.

**Websites** mean the following websites covered by this Policy: LinkedIn, reddit, Facebook, Twitter, Instagram, Google+, Yahoo! Groups, YouTube, Blogs, Wikipedia, WhatsApp, TikTok and any other website or application where content can be shared and peer to peer networking conducted.