



BASEBALL **QUEENSLAND**

## POLICY STATEMENT USE OF SOCIAL MEDIA

### **1.0 Purpose**

Social media (see 2.0 below for definition) offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member based organisation, Baseball Queensland (BQ) recognises the benefits of social media as an important tool of engagement and enrichment for its members.

BQ, its regions and clubs have long histories and are highly respected organisations. It is important that BQ's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.

When someone clearly identifies their association with BQ and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves and behave appropriately and in ways that are consistent with BQ's stated values and policies.

This policy aims to provide some guiding principles to follow when using social media. This policy does NOT apply to the personal use of social media platforms by BQ members or staff where the BQ member makes no reference to BQ or related issues.

### **2.0 Scope**

This policy applies to BQ members, staff or any individual representing them or passing themselves off as being a member of BQ.

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, twitter or MySpace);
- Content sharing including Flickr (photo sharing) and YouTube (video sharing);
- Commenting on blogs for personal or business reasons;
- Leaving product or service reviews on retailer sites or customer review sites;
- Taking part in online votes and polls;
- Taking part in conversations on public and private web forums (message boards); or
- Editing a Wikipedia page

The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, clients, sponsors or Baseball Queensland as an organisation.

### **3.0 Guiding Principles**

3.1 The web is not anonymous. BQ members and staff should assume that everything they write can be traced back to them.

3.2 Due to the unique nature of baseball in Queensland, the boundaries between a member's profession, volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do in a professional capacity and what they do, think and say in their capacity as a volunteer for Baseball Queensland.

Baseball Queensland considers all members of BQ are its representatives.

3.3 Honesty is always the best policy, especially online. It is important that BQI members think of the web as a permanent record of online actions and opinions.

3.4 When using the internet for professional or personal pursuits, all members must respect the BQI brand and follow the guidelines in place to ensure BQI's intellectual property or its relationships with sponsors and stakeholders is not compromised. (See 5.0 below) or the organisation is brought into disrepute.

### **4.0 Usage**

4.1 For BQI members and staff using social media, such use:

- Must not contain, or link to, libellous, defamatory or harassing content. This also applies to the use of illustrations or nicknames;
- Must not comment on, or publish, information that is confidential or in any way sensitive to BQ, its affiliates, partners or sponsors;
- Must not insult, denigrate, humiliate, or embarrass other BQ members, staff affiliates or people in the game of baseball.
- Must not bring the organisation or baseball into disrepute.

For BQI staff using social media, such use:

- Must not interfere with work commitments.

Furthermore, BQ members and staff may not use the BQI brand (see 5.0 below) to endorse or promote any product, opinion, cause or political candidate; and it must be abundantly clear to all readers that any and all opinion shared are those of the individual, and do not represent the views of BQI.

### **5.0 Branding and Intellectual Property (IP)**

It is important that any trademarks belonging to BQ or any region or club are not used in personal social media applications, except where such use can be considered incidental – (where incidental is taken to mean “happening in subordinate conjunction with something else”). Trademarks include:

BQ, Region and Club logos

Images depicting baseball volunteers, staff and/or equipment, except with the permission of those individuals;

Other BQ imagery including Baseball Queensland “Rams” uniforms and caps.

## **Official Baseball Queensland (BQ) blogs, social pages and online forums**

When creating a new website, social networking page or forum for staff/club member use, care should be taken to ensure the appropriate person at a club/region/state level has given written consent to create the page or forum.

Similarly, appropriate permissions must be obtained for the use of logos and images. Images of minor children may not be replicated on any site without the written permission of the child's parent and/or guardian.

For Official BQI blogs, social pages and online forums:

- Posts must not contain, or link to, pornographic or indecent content or anything which could be deemed inappropriate;
- Some hosted sites may sell the right to advertise on their sites through "pop up" content which may be of a questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the "pop up" content cannot be controlled;
- BQI employees must not use BQI online pages to promote personal projects; and
- All materials published or used must respect the copyright of the third parties.

## **Consideration towards others when using social networking sites**

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. BQ members and staff must recognise that it may not be appropriate to share photographs, videos and comments this way. For example, there may be an expectation that photographs taken at a private BQ event will not appear publicly on the internet. In certain situations BQI members or staff could potentially breach the privacy act or inadvertently make BQ liable for breach of copyright.

BQI members and staff should be considerate to others in such circumstances and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person if that person asks them to do so.

Under no circumstances should offensive comments be made about BQI members or staff online.

## **Breach of Policy**

BQ, its regions and clubs continually monitor online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to BQ.

If detected, a breach of this policy may result in disciplinary action from BQ. A breach of this policy may also amount to breaches of other BQ policies. This may involve a verbal or written warning or in serious cases, termination of your employment or engagement with BQ. BQ members may be disciplined in accordance with BQ disciplinary regulations.

Any post by any member is subject to the Code of Conduct and the Member Protection By law (Refer: Part D1 ABF Member Protection Policy-Specific Codes of Conduct/Behaviour) and that anything posted on a web site, blogs, social pages etc. which would if said be a breach of the Code of Conduct is similarly a breach of the Code of Conduct if published on the internet.

## **Consultation or Advice**

This policy has been developed to provide guidance for BQ members and staff in a new area of social interaction. BQ members or staff who are unsure of their rights, liabilities or actions online and seek clarification should contact Baseball Queensland.