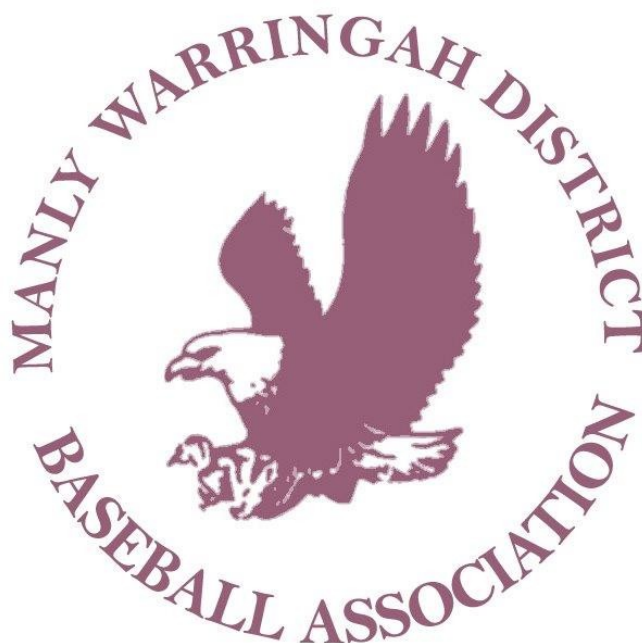


**MANLY WARRINGAH DISTRICT**

**BASEBALL ASSOCIATION**

**- STATE LEAGUE -**



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# SOCIAL MEDIA POLICY

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## **Policy overview and purpose**

Social media is changing the way we communicate.

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.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to Manly Warringah District Baseball Association

This policy contains guidelines for 'State League' community to engage in social media use. It also includes details of breaches of the policy.

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.

## **Underlying principles**

This policy complements 'Manly Warringah District Baseball Association 'State League' core values.

The Chairman of Manly Warringah District Baseball Association 'State League' is responsible for all matters related to this policy.

## **Coverage**

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

- members, including life members of Manly Warringah District Baseball Association
- persons appointed or elected to boards, committees and sub-committees;
- employees of Manly Warringah District Baseball Association members of the Manly Warringah District Baseball Association Executive;
- support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and others;
- coaches and assistant coaches;
- athletes;
- referees, umpires and other officials;
- member associations
- spectators, parents of players, partners of players and board

## **Scope**

**Social media** refers 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:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- TeamApp
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. an officially designated individual representing 'State League' on social media; and
2. if you are posting content on social media in relation to 'State League' that might affect Manly Warringah District Baseball Association'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 Manly Warringah District Baseball Association 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 Manly Warringah District Baseball Association may still be regulated by other policies, rules or regulations of Manly Warringah District Baseball Association.

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

You must be authorised by the Chairman before engaging in social media as a representative of 'State League'

To become authorised to represent Manly Warringah District Baseball Association in an official capacity, you must have been appointed by the Manly Warringah District Baseball Association board and successfully completed

<https://esafety.gov.au/esafety-information/games-apps-and-social-networking>.

As a part of 'State League' community you are an extension of the Manly Warringah District Baseball Association brands.

As such, the boundaries between when you are representing yourself and when you are representing 'State League' can often be blurred. This becomes even more of an issue as you increase your profile or position within Manly Warringah District Baseball Association. Therefore it is important that you represent both yourself and Manly Warringah District Baseball Association appropriately online at all times.

## **Guidelines**

You must adhere to the following guidelines when using social media related to 'State League' or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

### **Use common sense**

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for the entire Manly Warringah District Baseball Association

### **Protecting your privacy**

Be smart about protecting yourself and your privacy.

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.

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

### **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. 'State League' recommends erring on the side of caution – if in doubt, do not post or upload.

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.

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.

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.

### **Use of disclaimers**

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of Manly Warringah District Baseball Association) 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.

### **Reasonable use**

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

## **Respect confidentiality and sensitivity**

When using social media, you must maintain the privacy of 'State League' confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of Manly Warringah District Baseball Association.

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

Within the scope of your authorisation by Manly Warringah District Baseball Association, it is perfectly acceptable to talk about 'State League' and have a dialogue with the community, but it is not okay to publish confidential information of 'State League'. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about 'State League' e.g. teams, selections, coaching practices, 'State League' strategies and financial information.

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.

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.

## **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.

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

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

## **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.

## **Abiding by copyright laws**

It is critical that you comply with the laws governing copyright in relation to material owned by others and Manly Warringah District Baseball Association' and 'State League's' own copyrights and brands.

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.

## **Discrimination, sexual harassment and bullying**

The public in general, and 'State League's' employees and members, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media you may also be bound by 'State League' values and Member Protection Policy

## **Avoiding controversial issues**

Within the scope of your authorisation by 'State League' if you see misrepresentations made about 'State League' in the media, you may point that out to the relevant authority in your Manly Warringah District Baseball Association. 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.

## **Dealing with mistakes**

If 'State League' makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses 'State League' 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.

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Where permission has been granted to create or administer an official social media presence for 'State League', you must adhere to 'State League's' Branding Guidelines.

'MWDBA - State League's logo's currently consist of

MWDBA RSA logo



Manly Eagles logo



Undershirt



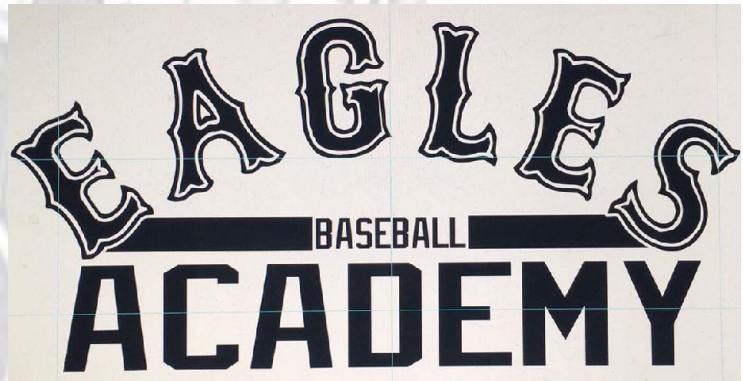
Hat logo



Undershirt



Eagles Academy logo



Jersey





# EBSN



EAGLES BASEBALL SPORTS NETWORK

## Primary Logo Design

EBSN Brand Guide V. 1 | 202019

#931b26 representing our  
main jersey colour

#d6ef0a representing the  
outfield of our diamond



#ffffee6 representing the  
infield of our diamond

#0028c0 representing  
our past jersey colour

#ffffee6  
representing our  
mascot

EAGLES BASEBALL SPORTS NETWORK 2019

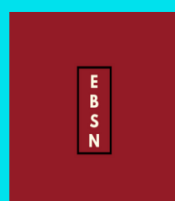


## Other Brand Logos

EBSN Brand Guide V. 1 | 2019



EAGLES BASEBALL TV



EAGLES BASEBALL SPORTS NETWORK 2019

## **Policy breaches**

Breaches of this policy include but are not limited to:

- Using the 'State League' name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, 'State League' and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- 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 the game.
- Posting or sharing any content in breach of 'State League' anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing 'State League' its affiliates, its sport, its officials, members or sponsors into disrepute. 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.

## **Reporting a breach**

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

You can do this by contacting the Chairman and/or the Secretary of 'State League'. The current details of these Executive members are on the contacts list on the website of 'State League' and the RSA.

Further information about reporting breaches:

- 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 Manly Warringah District Baseball Association's 'State League' Member Protection Policy.
- 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 Manly Warringah District Baseball Association's 'State League' Member Protection Policy.

## **Investigation**

Alleged breaches of this social media policy may be investigated according to Manly Warringah District Baseball Association's 'State League' Social Media Policy, Code of Conduct and Member Protection Policy.

Where it is considered necessary, 'State League' may report a breach of this social media policy to police.

## **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 the Manly Warringah District Baseball Association's 'State League' Member Protection Policy.

Employees of 'State League' who breach this policy may face disciplinary action up to and including termination of employment in accordance with Manly Warringah District Baseball Association 'State League' Member Protection Policy or any other relevant policy.

## **Appeals**

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under the Members Protection Policy.

## **Related policies**

- Code of Conduct
- Member Protection Policy
- 'State League' values

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