

MANLY EAGLES BASEBALL CLUB



SOCIAL MEDIA POLICY

Social Media Policy

1. Overview & Purpose

Social media has changed the way we communicate, both as individuals and organisations. This includes Manly Eagles Baseball Club, MEBC.

The purpose of this policy is to provide guidance about members' responsibilities and obligations regarding use of social media relating to the MEBC, so that we can all benefit from use of social media, minimise any risks, and protect those involved.

The policy sets out to:

- Establish a culture of openness, trust and integrity in all online and social media activities related to the MEBC;
- Provide guidelines for MEBC members to engage in appropriate use of social media, whether on an individual's personal social media profile or official MEBC profile;
- Provide examples of breaches of this policy;
- Provide guidance on possible actions that may result from breaches of this policy.

As a general rule, any individual posting or commenting on social media must not do so in a way that negatively impacts MEBC's business, products, services, events, sponsors, members or reputation.

2. Coverage

This policy applies to all MEBC members, whether they are in a paid or unpaid/voluntary capacity. This includes, but may not be limited to:

- Members, including Life Members of the MEBC;
- Persons appointed to or elected to Board, committees and subcommittees;
- Employees of the MEBC;
- Members of the MEBC Executive ("the Executive");
- Support personnel, including coaches, assistant coaches, managers, trainers and others;
- Registered players of the MEBC;
- Referees, umpires and other officials
- Member associations;
- Parents and/or partners of players, coaches, assistant coaches, managers, officials or Board members; and
- Spectators

3. Scope

Social media refers to any tool or function that allows individuals to communicate and share content via the internet. It includes, but is not limited to, platforms and applications such as:

- Social networking (eg: Facebook, Twitter, LinkedIn);
- Video and photo sharing and apps (eg: Instagram, YouTube, Tik Tok, etc);
- Instant messaging (eg: SMS, Skype, Snapchat, WhatsApp, etc)
- Blogs, internet forums and discussion boards (eg: reddit);
- TeamApp;
- Any other online technology that allows individual users to upload and share content.

For the purposes of this policy, use of social media falls into the following categories:

- An officially designated individual ("official social media spokesperson") representing the MEBC or Executive on social media, posting in an "official capacity" on the MEBC's social media platforms and applications; and/or
- An official social media spokesperson, posting in an "unofficial capacity" on their personal social media platforms or applications; and/or
- Any other non-designated individual (eg: players and coaches) posting on their personal social media platforms or applications

4. Use of social media by designated individual in an “official” capacity

Only the MEBC’s Board may grant authorisation for individuals to become official social media spokesperson and this authorisation may be denied or withdrawn at the Board’s discretion at any time.

If you are granted such authorisation, you are an extension of the MEBC’s brand and all social media activity on the MEBC’s official social media platforms and applications must be conducted in a manner complying with this policy at all times.

5. Use of social media by designated individuals in an “unofficial” capacity

Official social media spokespersons should be aware that even when posting in a “personal” or “unofficial” capacity, the boundary between your official and personal social media activity may become blurred, particularly for others viewing content you post. Content you post can potentially impact the MEBC either by:

- The nature of the content posted; and/or
- Your profile as an official social media spokesperson for the MEBC.

Therefore, you should exercise sound judgement when posting on your personal social media platforms and applications. Official social media spokespersons are expected to take reasonable steps to ensure their personal social media activity does not negatively impact the MEBC.

6. Use of social media as an individual

All other individuals covered by this policy who are *not* official social media spokespersons are expected to exercise reasonable judgement when posting on social media to ensure their activity does not negatively impact the MEBC.

7. Guidelines for use of social media

The following are non-exhaustive guidelines for using social media in relation to the MEBC:

- Use your common sense. When in doubt, refrain from posting anything that *might* negatively impact the MEBC, or seek advice before doing so;
- Be smart about protecting your privacy and that of others. Refrain from posting content that you (or others) would not be happy for the general public to see, even if you are posting in a “private” group such as WhatsApp;
- Be aware that anything you post can become or remain publicly available long after you post it. Remember: the internet is written in permanent marker, not pencil;
- You must remove any post containing information about another person if that person asks you to;
- You must not post any private or confidential MEBC information that is not publicly available, unless authorised to do so by the Board. This includes information that is not publicly accessible, widely known, or not expected to be shared outside the MEBC;
- You must not post copyrighted content owned by the MEBC (eg: logos, images, etc) without permission.

8. Bullying, Discrimination and Harassment

The public in general, and individuals covered by this policy, reflect a broad set of customs, backgrounds, beliefs, values and points of view.

Therefore, you must not post anything that could be *reasonably* considered by others to be offensive, harassing, discriminatory, intimidating, sexually explicit, racist or otherwise inappropriate.

Social media activity that falls into this category could potentially be a serious breach of this policy (see 9. below).

9. Breaches of the social media policy

MEBC does not intend or desire to limit individuals' free speech.

Breaches of this policy may occur when an individual/s' use of social media *negatively impacts the MEBC's business, products, services, events, sponsors, members or reputation.*

The MEBC will follow a fair and reasonable process when addressing potential or suspected breaches of this policy, including allowing the individual/s to respond to any allegations raised with them.

Where a breach of this policy is found, on balance of probabilities, to have negatively impacted MEBC, the MEBC reserves the right to take action against the individual/s responsible. For serious, deliberate or egregious breaches, the Board will determine what, if any, action will result. This may include, but is not limited to:

- Suspension from MEBC duties (eg: playing, coaching, scoring, etc);
- Removal/termination from MEBC positions;
- Banning attendance at MEBC games or events;
- Expulsion from the MEBC or termination of MEBC membership.