

MANLY EAGLES BASEBALL CLUB

Social Media Policy

Online conduct, official accounts and digital safety • 2026 review

Our commitment

MEBC uses social media to celebrate baseball, connect our community, recognise partners and welcome participation. We will communicate openly and creatively while protecting people—especially children and young people—the Club's information, accounts, brand and reputation.

Policy owner	MEBC Board
Operational owner	Board-appointed Communications Lead
Applies to	Board Members, employees, players, coaches, officials, volunteers, members, parents/carers, spectators and people acting for or representing MEBC
Approval date	13/08/26
Next review	Two years after approval, or earlier following a serious incident, platform change or legal/integrity update
Related documents	MEBC Code of Conduct; Child Safeguarding and Member Protection policies; Privacy Policy; Complaints and Discipline Policy; Brand and Style Guide; governing-body integrity policies

Replaces: Manly Warringah District Baseball Association – State League Social Media Policy, July 2018, as previously applied to MEBC.

1. Purpose

This policy sets expectations for responsible use of social media connected with MEBC. It supports positive communication, identifies who may speak for the Club, protects children and other participants, and establishes a fair response to online concerns.

2. Scope

This policy applies to social media activity that:

- is posted through an official MEBC account, page, group, channel or team communication service;
- uses an MEBC title, role, uniform, logo, venue, event, image, confidential information or other clear Club connection;
- is directed at or about MEBC, its members, participants, opponents, officials, partners, governing bodies or events; or
- could reasonably be understood as occurring in a person's MEBC capacity, even if posted through a personal account.

It applies to public and private content, including deleted or disappearing content, direct messages, group chats, comments, reactions, livestreams, podcasts, forums, gaming communities and content created or altered using artificial intelligence.

3. What this policy does not do

MEBC does not seek to control lawful private expression unrelated to the Club. Criticism or disagreement is not automatically misconduct. The relevant question is whether the content has a sufficient MEBC connection and breaches a specific standard such as confidentiality, safeguarding, harassment, discrimination, privacy, dishonesty or unauthorised representation.

Think before posting

Assume content can be copied, forwarded, searched and seen outside its intended audience. Privacy settings, disappearing messages and closed groups do not guarantee privacy.

4. Definitions

Official account

An account, page, group, channel or service created, approved or controlled by MEBC.

Authorised publisher

A person authorised by the Board or Communications Lead to publish or moderate official content.

Social media

Any online service enabling users to publish, communicate, stream, comment, react or share content.

Content

Text, image, audio, video, livestream, comment, reaction, link, data, synthetic media or other digital material.

Child / young person

A person under 18 years of age.

Synthetic media

Content generated or materially altered using AI or similar tools, including cloned voices, deepfakes and composite images.

5. Core standards for everyone

When this policy applies, individuals must:

- communicate respectfully and avoid bullying, harassment, vilification, discrimination, sexualised conduct, threats, intimidation, humiliation or victimisation;
- not abuse or target players, coaches, officials, opponents, volunteers or spectators, including after disputed calls, selections, results or disciplinary matters;
- not publish material that is defamatory, unlawful, knowingly false, misleading, malicious or likely to create an unjustified safety risk;
- protect confidential Club, team, commercial, financial, medical, selection, disciplinary and personal information;
- respect privacy, consent, copyright, trademarks, music and image-licensing requirements;
- not impersonate MEBC or another person, create an unauthorised MEBC account, or imply Club endorsement without authority;
- not use MEBC channels to promote personal business, political campaigning, fundraising, gambling, alcohol or other causes unless authorised;
- correct material errors promptly and cooperate with reasonable moderation, safeguarding and incident-response directions; and
- comply with platform terms, applicable age requirements, governing-body policies and Australian law.

6. Personal accounts and identification with MEBC

- Members may state their connection with MEBC, but must not present personal opinions as official Club positions.
- A disclaimer such as 'views are my own' may clarify context but does not excuse a breach of this policy.
- People in prominent Club roles should recognise that audiences may connect their personal activity with MEBC. Extra care is expected where the profile identifies the role or contains Club branding.
- Do not disclose internal disagreement, screenshots of restricted discussions or non-public decisions. Use Club reporting and complaints channels.
- Do not argue with critics through an official-looking profile or organise others to target a person or account.

7. Official spokespeople and publishing authority

Only the Board may appoint the official spokesperson. The Board or delegated Communications Lead may authorise publishers and moderators for specified accounts and functions. Authority may be limited, amended or withdrawn at any time.

- Publishers must follow the approved content plan, brand guide, sponsor obligations, approval limits and crisis-communication directions.
- Only the authorised spokesperson may comment on serious incidents, legal matters, complaints, safeguarding, selection disputes, disciplinary action, financial matters or matters likely to attract significant media attention.
- Official accounts must not endorse a political candidate or party unless the Board has lawfully approved a position consistent with MEBC's purpose.
- Personal access to an official account does not create ownership of the account, audience, content or data.

8. Official account governance and security

- Official accounts must be recorded in an account register showing platform, account name, purpose, owner email, authorised administrators and recovery arrangements.
- Use a Club-controlled email address where available, unique strong passwords and multi-factor authentication. Passwords must not be sent in ordinary group chats or reused for personal accounts.
- At least two authorised adults should have recovery capability for each significant account. Access must follow least-privilege principles.
- Remove access promptly when a person changes role or leaves MEBC. Review access at least each season.
- Use approved devices and services, keep software updated, and do not connect unknown third-party applications without authorisation.
- Preserve posts, approvals, direct messages and moderation records where they relate to Club business, complaints, sponsorship commitments or incidents.

9. Publishing and moderation workflow

- Check facts, names, dates, scores, sponsor references, image permissions and spelling before publishing.
- Obtain the required approval for sensitive, paid, commercial, fundraising, junior-focused or incident-related content.
- Use accessible communication where practicable, including readable contrast, captions for important video and meaningful alternative text.
- Distinguish news, opinion, promotion and sponsored content. Disclose commercial relationships when required.
- Moderate comments consistently. Hide, remove or restrict content where reasonably necessary for safety, legality or policy compliance; do not remove respectful criticism merely because it is inconvenient.
- Do not publicly debate a complaint. Acknowledge it, preserve relevant material and move it to the proper channel.

Correction rule

If official content is materially wrong, correct it quickly and transparently. Silent deletion may be appropriate for accidental duplicates or obvious spam; significant errors should usually be acknowledged.

10. Children, young people and team communications

- Use approved team communication channels and comply with current safeguarding requirements.
- Communication with a child must be for a legitimate Club purpose, professional in tone and visible to a parent/carer or another authorised adult wherever required by safeguarding policy.
- Avoid one-to-one disappearing messages with children. Do not request secrecy, personal images, intimate information or private contact unrelated to the Club role.
- Do not require a child to create or use a social media account contrary to platform rules or Australian age restrictions. Provide a parent/carer or non-social-media alternative for essential Club information.
- Coaches and officials must not 'friend' or follow junior participants from personal accounts where this would breach safeguarding guidance or blur professional boundaries.
- Report grooming, sexualised contact, threats, image-based abuse or other immediate safety concerns through safeguarding channels and to Police or eSafety where appropriate.

11. Photos, video, livestreaming and personal information

- Follow MEBC's current notice and consent process before capturing or publishing identifiable images, audio or video, with additional care for children and vulnerable participants.
- Respect a known refusal or withdrawal of permission where practicable, subject to lawful recordkeeping and event conditions.
- Use only the minimum identifying information needed. Avoid pairing a child's full name with location, school, routine, contact details or other information that increases risk.
- Do not publish images from changing rooms, treatment areas, toilets or other private settings, or images that are sexualised, degrading, unsafe or likely to embarrass the person.
- Check backgrounds, uniforms, whiteboards, screens, vehicle plates and documents for unintended personal or confidential information.
- Livestream only with venue and competition approval, suitable notices and a plan for moderation, camera placement and safeguarding. Do not stream private discussions, injuries or medical treatment.
- If a reasonable image-removal request is received, refer it promptly to the Communications Lead. MEBC will consider consent, safety, legal obligations, public-interest and practical factors; removal is not automatic in every case.

12. Copyright, logos and partner content

- Use photographs, video, music, graphics, broadcasts and written material only when MEBC owns them, has permission or has another lawful basis.
- Do not copy broadcast footage or music merely because it is available online.
- Use MEBC logos, uniforms and brand assets in accordance with the Brand and Style Guide. Personal use must not imply endorsement or alter the brand in a damaging way.
- Meet sponsor naming, logo, tagging and category-exclusivity commitments. Clearly identify paid or gifted promotions where required.
- Do not publish confidential sponsor terms, negotiations or contact information.

13. Artificial intelligence and manipulated content

- AI may assist authorised content creation, but a human publisher remains responsible for accuracy, rights, privacy, bias and tone.
- Do not enter confidential, personal, medical, child-related, contractual or account-security information into an unapproved AI service.
- Do not create or share deceptive synthetic media, cloned voices or altered images that falsely depict a person, event, sponsor or statement.
- Disclose material AI generation or alteration where an audience could otherwise reasonably mistake it for an authentic record.
- Verify AI-generated facts, quotes, statistics and images before use. Do not invent player achievements, quotations, results or partner claims.

14. Gambling, alcohol and other sensitive promotion

- Do not use official channels to encourage underage gambling or alcohol use.
- Any wagering, alcohol or regulated-product content must be Board-approved and comply with law, governing-body policy, platform rules and sponsor obligations.
- Do not post inside information about team selection, injuries, tactics or availability for betting or personal advantage.
- Do not depict unsafe, irresponsible or unlawful consumption, especially involving players, juniors or people in Club uniform.

15. Responding to online abuse or harmful content

Do not retaliate or mobilise others. Where safe and appropriate:

1. preserve evidence, including screenshots, URLs, usernames, dates and relevant context;
2. use platform tools to mute, block or report the account;
3. tell the Communications Lead, Member Protection Information Officer or safeguarding contact;
4. contact eSafety for eligible serious online abuse or image-based abuse; and
5. call 000 for immediate danger, credible threats or urgent welfare concerns.

MEBC may moderate its own channels, restrict contact, support an affected person, notify a platform, preserve evidence, correct misinformation, refer the matter under another policy, or contact a governing body, eSafety or Police.

16. Security incident or compromised account

- Immediately notify the Communications Lead and another account administrator using a trusted channel.
- Do not negotiate with an attacker or announce the incident from a personal account unless authorised.
- Secure the associated email, change passwords from a clean device, revoke unknown sessions and applications, and preserve evidence.
- Use the platform recovery process and contact relevant partners if sponsored or scheduled content is affected.
- Assess whether personal information was exposed and follow MEBC's privacy or data-breach response process.
- After recovery, review access, recovery contacts, multi-factor authentication, scheduled posts and any unauthorised changes.

Urgent removal

Where content creates an immediate safeguarding, privacy, legal or security risk, an authorised administrator may hide or remove it without waiting for ordinary approval. Preserve evidence first where safe, document the reason and notify the Communications Lead promptly.

17. Reporting a concern

Concerns may be reported to the Communications Lead, President, Member Protection Information Officer or another contact specified by the applicable complaints or safeguarding policy. If the concern involves that person, report to another non-conflicted officer.

Reports should identify the content, account, platform, date, concern, people affected and any immediate safety risk. A person is not required to confront the poster before reporting.

18. Assessment and response

MEBC will address suspected breaches promptly, proportionately and under the Constitution and applicable complaints, discipline, safeguarding or integrity policy. The process should include:

- triage of immediate safety, privacy, evidence and account-security needs;
- notice of the substance of the concern and a reasonable opportunity to respond, unless an urgent interim measure is required;
- impartial consideration of context, audience, intent, impact, seriousness, repetition, age, role and any corrective action;
- a decision on the balance of probabilities by an authorised, non-conflicted decision-maker; and
- communication of the outcome and any review or appeal avenue, subject to privacy.

19. Possible actions

Depending on the circumstances and powers available, actions may include:

- education, guidance, correction, apology or facilitated resolution;
- removal or correction of content;
- moderation, restricted communication or withdrawal of publishing access;
- a safeguarding or behaviour management plan;
- formal warning or referral under another MEBC or governing-body policy;
- suspension or removal from a role, activity, event or membership, only in accordance with the Constitution and applicable process; and
- referral to a platform, eSafety, governing body, insurer, regulator or Police.

Interim measures are protective, not a finding of guilt. They must be proportionate, documented and reviewed promptly.

20. Training, records and review

- Authorised publishers and moderators must complete induction covering this policy, safeguarding, privacy, brand use, account security and incident escalation.
- Official account access, approvals and serious moderation or incident decisions must be recorded.
- The Communications Lead will review account access at least seasonally and after role changes.
- The Board will review this policy at least every two years and after a serious online incident or material legal, platform or governing-body change.

21. Quick decision guide

Question	Guidance
Can I post this score or fixture?	Yes, if it is confirmed and you are authorised to publish officially. Personal posts must not imply official status.
Can I criticise an umpire or selection decision?	Respectful private feedback through proper channels is appropriate. Public abuse, targeting or disclosure of confidential deliberations is not.
Can I post a junior player's photo?	Only under MEBC's current image notice/consent and safeguarding process, with safe identifying information.
Can I repost a broadcast clip or song?	Only if MEBC has permission or a lawful licence. Online availability is not permission.
Can I use AI to make a poster?	Yes if authorised, rights and privacy are protected, facts are verified and material synthetic content is disclosed where needed.
What if a post is wrong?	Correct it promptly. Preserve and escalate it first if it relates to a complaint, threat, safeguarding or security incident.
What if someone asks for a photo removed?	Refer it promptly to the Communications Lead. Do not argue publicly or promise an outcome before review.
What if I receive online abuse?	Preserve evidence, avoid retaliation, use platform safety tools and report through MEBC; contact eSafety or Police where appropriate.

22. MEBC account and contact register

Communications Lead	Name: <u>Ben Logue</u> Mobile: <u>0430105133</u>
Official spokesperson	Name: _____ Mobile: _____ _____
Member protection contact	Name: _____ Mobile: _____ _____
Safeguarding contact	Name: _____ Mobile: _____ _____
Primary Club email	<u>secretary@manlyeaglesbaseball.com.au</u> _____
Approved scheduling tool	_____ _____
Password manager / recovery process	<u>Viv Hughes</u> <u>secretary@manlyeaglesbaseball.com.au</u> _____

Approval and amendment history

Version	Review date	Effective date	Summary
1.0	13/08/26	13/08/26	Comprehensive replacement of the July 2018 Social Media Policy.

Governance note

This policy does not create disciplinary powers beyond those available under the MEBC Constitution and applicable policies.

Updated with reference to current Australian online-safety, safeguarding, privacy and sport-integrity guidance. This document is operational guidance and not legal advice.