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Baseball New Brunswick Social Media Policy

Introduction

Baseball New Brunswick (Baseball NB) has introduced this policy to provide our members, staff and volunteers a guide to social media use. Social media is a fantastic communication tool that is used every day around the world to connect people and disseminate information. We encourage the New Brunswick Baseball Community to be a part of the social media world. Connect with Baseball NB and share your passion for baseball. We do however, recommend that you use social media responsibly and remember that the internet is a public domain.

This policy aims to provide guiding principles for you to follow when using social media, to educate the Baseball NB Community on the risks of social media and to ensure all teams and association personnel are aware that conduct deemed to be inappropriate may be subject to disciplinary actions by the team, the minor baseball association, league and/or Baseball NB.

When does this Policy Apply to you?

This policy applies to all Baseball NB representatives including Directors, Associations, Teams, Baseball NB members and staff, Officials, players, players' Family members and supporters. We acknowledge all employees, coaches, national teams and squads, officials, and all playing and volunteer members throughout the extended grassroots community as our representatives.

In addition, this policy takes effect when an individual or entity identifies themselves as associated with Baseball NB, and/or discusses their involvement in the organization on social media. At this point they are required to convey themselves in accordance with this policy and in a manner consistent with Baseball NB stated values and policies.



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. Baseball NB recognizes the benefits of social media as an important tool of engagement and enrichment for its members.

Baseball NB, Associations and Clubs are highly respected organizations by the public, our international affiliates, national and international stakeholders and supporters. It is important that Baseball NB's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organization. Baseball NB also has a corporate responsibility to protect our stakeholders and affiliates by maintaining a positive reputation by association.

1.0 Scope

This Policy covers all forms of Social media. Social media includes, but is not limited to;

- Maintaining an account, profile or page on social or business networking sites (such as but not limited to Facebook, Twitter, LinkedIn, Instagram, Snapchat, Periscope, Vine);
- Content sharing including but not limited to Flickr, YouTube and Vimeo;
- Commenting in blogs for personal or business reasons;
- Leaving product service reviews on retailer's sites, or customers reviews 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, affiliates, stakeholders or Baseball NB as an organization.

2.0 Guiding Principles

- 2.1** The web is not anonymous. Baseball NB representatives should assume that everything they write can be traced back to them.
- 2.2** Think of the internet as a permanent record of online actions and opinions.
- 2.3** Boundaries between a representative's profession, volunteer time and social life can often be blurred. It is essential that individuals make a clear distinction between what they do in personal capacity and what they do, think or say in their capacity associated with Baseball NB.
- 2.4** All Baseball NB representatives must follow the guidelines in place to ensure Baseball NB's brands and intellectual properties are not compromised. This means Baseball NB logos cannot be used in any context without consent (see 4.0 below), including on social media and websites.



3.0 Social Media Use

3.1 For Baseball New Brunswick representative using social media, such use:

3.1.1 Must not contain or link to libelous, defamatory or harassing content. This also applies to the use of illustrations or nicknames;

3.1.2 Must not comment on or publish information that is confidential or in any way sensitive to Baseball NB, its affiliates, partners or sponsors;

3.1.3 Must not bring the organization into disrepute; and

3.1.4 The individual user must be conscious of who their 'friends', 'followers' and 'connections' are, and may not use social media as a communication channel with minors.

3.2 The following are examples of conduct through social media and networking mediums that are considered violations of the Baseball NB Social Media Policy and may be subject to disciplinary action by the Team, Minor Baseball Association, League and/or Baseball NB.

3.2.1 Any statement deemed to be publically critical of Association officials or detrimental to the welfare of a member Team, the Association or an individual.

3.2.2 Negative or derogatory comments about any of the Team, Minor Baseball Association, League and/or Baseball NB staff, programs, stakeholders, players or any member of a Baseball NB Team.

3.2.3 Any form of bullying, harassment or threats against players or officials.

3.2.4 Photographs, video or comments promoting negative influences or criminal behavior, including but not limited to:

- drug use,
- alcohol abuse,
- public intoxication,
- -hazing,
- sexual exploitation, etc.

3.2.5 Online activity that contradicts the current policies of Baseball NB or any of its member Associations

3.2.6 Inappropriate, derogatory, racist, or sexist comments of any kind.

3.2.7 Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

4.0 Branding and Intellectual Property (IP)

Trademarks belonging to Baseball NB cannot be 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”), for example showing support for Team New Brunswick at tournaments, or Baseball Canada National Championships.

Trademarks include:

4.1 Baseball NB, Baseball NB Association, Team NB Logo, Provincial Championships, and all other Baseball NB associated logos, slogans and imagery.



4.2 Baseball NB representatives may not use Baseball NB brands or association with Baseball NB to endorse or promote any product, opinion or cause; and it must be abundantly clear to all readers that any and all opinions shared are those of the individual and do not represent or reflect the views of Baseball NB.

5.0 Official Baseball NB websites, blogs, social pages and online forums

This includes all Baseball NB managed “baseballnb.ca” websites, and individually managed affiliate club and associations websites.

5.1 Before a new website, social networking page or forum is created for Baseball NB representative use, written consent must be provided by the appropriate person at Baseball NB level. For example, permission from the League is acceptable for a League-Level Championships social media page. Anything that is above outside of that must be approved by Baseball NB.

5.2 Written permission must be obtained from Baseball NB for use of all logos and images on these websites, blogs, pages, forums, in line with Branding and intellectual property (4.0 above)

5.3 For official Baseball NB websites, blogs, pages, and forums;

5.3.1 Posts must not contain, nor link to, pornographic or indecent content;

5.3.2 Official blogs, pages and forums must not be hosted by a site that sells the right to advertise on their site, through ‘pop up’ or consistent advertising, content which may be of a questionable nature;

5.3.3 Baseball NB representatives must not use Baseball NB websites, pages, blogs or forums to promote personal projects; and

5.3.4 All materials published or used must respect the copyright and privacy of third parties.

6.0 Consideration of circumstances and appropriateness when using social media networking sites.

6.1 Baseball NB representatives must have consideration for the appropriateness of the content they are posting or sharing on social media sites.

Content must not:

6.1.1 Breach the privacy act or inadvertently make Baseball NB liable for breach of copyright;

6.1.2 Be information, photos, or videos from a private event where explicit consent has not been sought or given; and

6.1.3 Any post about an individual or organization must be removed if correct reason has been provided in a request to do so.

6.2 Under no circumstances should offensive comments, photos, or videos be posted about a Baseball NB representative



7.0 Breach of Policy

7.1 Baseball NB, its associations and clubs monitor online activity in direct relation to the sport's representatives and associations. Any detected breaches of this policy must be reported to Baseball NB.

7.2 A breach of this policy may result in disciplinary action from Baseball NB. A breach of this policy may also amount to a breach of other Baseball NB policies.

7.3 Disciplinary action can surmount to termination of your membership, employment and association with Baseball NB. Legal action may also be taken in situations where Baseball NB deems the severity to see fit.

8.0 Consultations and Advice

This policy has been implemented to provide guidance to Baseball NB in the area of Social media. If an individual or organization is unsure of their rights, liabilities and actions, and would like clarification on any points of the policy, please contact Baseball NB at 506-451-1329.