



*Rebels Baseball Club Inc.*

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# **Rebels Baseball Club Incorporated. Use of Social Media Policy.**



# Rebels Baseball Club Inc.

## Document Preparation

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# Rebels Baseball Club Inc.

## REBELS BASEBALL CLUB INCORPORATED USE OF SOCIAL MEDIA POLICY

### **Introduction**

Rebels Baseball Club has introduced this policy to provide our members, players 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 Australian Baseball Community to be a part of the social media world, connect with Rebels Baseball Club, 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.

### **When does this Policy Apply to You?**

This policy applies to all Rebels Baseball Club members, players and volunteers. We acknowledge all employees, coaches, national teams and squads, officials, and all playing and volunteer members throughout the extended grassroots community as our representatives.

This policy does not apply to personal use of social media platforms, as long as no reference or acknowledgment is made to Rebels Baseball Club or related subjects.

In addition, this policy takes effect when an individual or entity identifies themselves as associated with Rebels Baseball Club and/or discusses their involvement in the organisation on social media. At this point they are required to convey themselves in accordance with this policy and in a manner consistent with Rebels Baseball Club's 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. Rebels Baseball Club recognises the benefits of social media as an important tool of engagement and enrichment for its members.

Rebels Baseball Club is a highly respected organisation by the public, and our various stakeholders and supporters. It is important that Rebels Baseball Club's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation. Rebels Baseball Club also has a corporate responsibility to protect our stakeholders and affiliates by maintaining a positive reputation by association.



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## 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);
- Content sharing including but not limited to Flickr, YouTube and Vimeo;
- Commenting in 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, affiliates, stakeholders or Rebels Baseball Club as an organisation.

## 2.0 Guiding Principles

2.1 The web is not anonymous. Rebels Baseball Club 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 a personal capacity and what they do, think or say in their capacity associated with Rebels Baseball Club.

2.4 All Rebels Baseball Club representatives must follow the guidelines in place to ensure Rebels Baseball Club brands and intellectual properties are not compromised. This means Rebels Baseball Club 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 Rebels Baseball Club representatives using social media, such use:

- Must not contain, 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 Rebels Baseball Club, its affiliates, partners or sponsors;
- Must not bring the organisation into disrepute; and



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- 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.

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

Trademarks belonging to Rebels Baseball Club 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”.

Trademarks include:

4.1 Rebels Baseball Club, Baseball Australia, Australian Capital Territory Baseball Association, Cavalry Jersey mark and cap logo, and all other Rebels Baseball Club associated logos, slogans and imagery.



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

## **5.0 Official Rebels Baseball Club websites, blogs, social pages and online forums**

This includes all Rebels Baseball Club managed website and Facebook page.

5.1 Before a new website, social networking page or forum is created for Rebels Baseball Club personnel use, written consent must be provided by the appropriate person at the Rebels Baseball Club level( Rebels Baseball Club Incorporated Executive).

5.2 Written permission must be obtained from Rebels Baseball Club for use of all logos and images on any websites, blogs, pages or forums, in line with Branding and Intellectual Property (4.0 above).

5.3 For official Rebels Baseball Club websites, blogs, pages and forums:

- Posts must not contain, nor link to, pornographic or indecent content;
- 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;
- Rebels Baseball Club representatives must not use BC websites, pages, blogs or forums to promote personal projects; and



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

### **6.0 Consideration of circumstance and appropriateness when social networking**

6.1 Rebels Baseball Club representatives must have consideration for the appropriateness of the content they are posting or sharing on social media sites. Content must not:

- Breach the privacy act or inadvertently make Rebels Baseball Club liable for breach of copyright;
- Be information, photos or videos from a private event where explicit consent has not been sought and given; and
- Any post about an individual or organisation must be removed if correct reason has been provided in a request to do so.

6.2 Under no circumstance should offensive comments, photos or videos be posted about a Rebels Baseball Club representative.

### **7.0 Breach of Policy**

7.1 Rebels Baseball Club and its members monitor online activity in direct relation to the sport's representatives and associations. Any detected breaches of this policy must be reported to Rebels Baseball Club Executive.

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

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

### **8.0 Consultation and Advice**

This policy has been implemented to provide guidance to Rebels Baseball Club in the area of social media. If an individual or organisation is unsure of their rights, liabilities and actions, and would like clarification on any points of the policy, please contact Rebels Baseball Club at [rebelsbaseballclub@gmail.com](mailto:rebelsbaseballclub@gmail.com).