

BASEBALL MANITOBA

SOCIAL MEDIA POLICY

Introduction

Baseball Manitoba 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 Manitoba Baseball Community to be a part of the social media world, connect with Baseball Manitoba 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 Manitoba 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 action by the Team, the Minor Baseball Association, League and/or Baseball Manitoba.

When does this Policy Apply to You?

This policy applies to all Baseball Manitoba representatives including Directors, Teams, Baseball Manitoba 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 Manitoba, 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 Manitoba'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. Baseball Manitoba recognizes the benefits of social media as an important tool of engagement and enrichment for its members.

Baseball Manitoba, Associations and Clubs are highly respected organizations by the public, our international affiliates, national and international stakeholders and supporters. It is important that Baseball Manitoba's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organization. Baseball Manitoba 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);
- 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 Baseball Manitoba as an organization.

2.0 Guiding Principles

- 2.1 The web is not anonymous. Baseball Manitoba 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 Baseball Manitoba.
- 2.4 All Baseball Manitoba representatives must follow the guidelines in place to ensure Baseball Manitoba's brands and intellectual properties are not compromised. This means Baseball Manitoba 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 Manitoba representatives using social media, such use:
 - a. Must not contain or link to libelous, defamatory or harassing content. This also applies to the use of illustrations or nicknames;
 - b. Must not comment on or publish information that is confidential or in any way sensitive to Baseball Manitoba, its affiliates, partners or sponsors;
 - c. Must not bring the organization into disrepute; and
 - d. 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 Manitoba Social Media Policy and may be subject to disciplinary action by the Team, Minor Baseball Association, League and/or Baseball Manitoba.
 - a. Any statement deemed to be publicly critical of Association officials or detrimental to the welfare of a member Team, the Association or an individual.
 - b. Negative or derogatory comments about any of the Team, Minor Baseball Association, League and/or Baseball Manitoba staff, programs, stakeholders, players or any member of a Baseball Manitoba Team.
 - c. Any form of bullying, harassment or threats against players or officials.

- d. 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.
- e. Online activity that contradicts the current policies of Baseball Manitoba or any of its member Associations.
- f. Inappropriate, derogatory, racist, or sexist comments of any kind,
- g. 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 Manitoba 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 Manitoba at tournaments, or Baseball Canada National Championships.

Trademarks include:

- 4.1 Baseball Manitoba, Manitoba Baseball Association, Team Manitoba logo, Provincial Championships, and all other Baseball Manitoba associated logos, slogans and imagery.
- 4.2 Baseball Manitoba representatives may not use Baseball Manitoba brands or association with Baseball Manitoba 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 Baseball Manitoba.

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

This includes all Baseball Manitoba managed “baseballmanitoba.ca” websites, and individually managed affiliate club and association websites.

- 5.1 Before a new website, social networking page or forum is created for Baseball Manitoba representative use, written consent must be provided by the appropriate person at Baseball Manitoba level. For example, permission from the League is acceptable for a League-level Championships social media page. Anything that is above or outside of that must be approved by Baseball Manitoba.
- 5.2 Written permission must be obtained from Baseball Manitoba for use of all logos and images on these websites, blogs, pages or forums, in line with Branding and Intellectual Property (4.0 above).
- 5.3 For official Baseball Manitoba 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;

- Baseball Manitoba representatives must not use Baseball Manitoba websites, pages, blogs or forums to promote personal projects; and
- All materials published or used must respect the copyright and privacy of third parties.

6.0 Consideration of circumstance and appropriateness when using social networking sites

- 6.1 Baseball Manitoba 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 Baseball Manitoba 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 organization 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 Baseball Manitoba representative.

7.0 Breach of Policy

- 7.1 Baseball Manitoba, 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 Manitoba.
- 7.2 A breach of this policy may result in disciplinary action from Baseball Manitoba. A breach of this policy may also amount to a breach of other Baseball Manitoba policies.
- 7.3 Disciplinary action can surmount to termination of your membership, employment and association with Baseball Manitoba. Legal action may also be taken in situations where Baseball Manitoba deems the severity to see fit.

8.0 Consultation and Advice

This policy has been implemented to provide guidance to Baseball Manitoba 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 Manitoba 204-925-5763.

Tony Siemens
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Baseball Manitoba

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