



Newcastle Baseball Association Inc

COMMUNICATIONS POLICY

Note: This policy is based on the policies and guidelines supplied by Play By the Rules, an official Government partner, <http://www.playbytherules.net.au/>

Our commitment

Electronic communication is essential for sharing club news and information with our members. Our communication will be timely, appropriate and related to association business.

What we will do

We use a range of electronic tools to communicate with our members.

Our communication will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur.

A webmaster will be appointed to provide accountability and control over material published on our association's website and any related discussion groups or social media websites, such as Facebook, YouTube or Twitter.

Website

- Our website will include current information on competitions, social events, committees, policies, constitution, rules and by-laws.
- No offensive content or photos will be published.
- If we intend to publish a photo of a child, we will first seek permission from his or her parents and take care not to provide identifying information.
- We will seek feedback from members to improve the information available on the site.

SMS and email

Committee members, coaches and team managers may use SMS and email to provide information about competition, training, club-sanctioned social events and other club business, however:

- SMS messages should be short and about club/team matters
- email communication will be used when more information is required
- communication involving children will be directed through their parents.



Social media websites

- We treat all social media postings, blogs, status updates and tweets as public 'comment'.
- Postings (written, photos or videos) will be family-friendly and feature positive club news and events.
- No personal information about our members will be disclosed.
- No statements will be made that are misleading, false or likely to injure a person's reputation.
- No statements will be made that might bring our club into disrepute.
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site.

What we ask you to do

We expect our members to conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites connected to the club.

Electronic communication:

- should be restricted to association or club matters
- must not offend, intimidate, humiliate or bully another person
- must not be misleading, false or injure the reputation of another person
- should respect and maintain the privacy of members
- must not bring the association or a club into disrepute.

Coaches and others who work with children and young people must direct electronic communication through the child's parents.

Non-compliance

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member, as outlined in our member protection policy or code of conduct.

Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police.

In addition, members who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.



POLICY STATEMENT

USE OF SOCIAL MEDIA

1.0 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. As a member based organisation, The Newcastle Baseball Association (NBA) recognises the benefits of social media as an important tool of engagement and enrichment for its members.

The NBA, its regions and clubs have long histories and are highly respected organisations. It is important that the NBA's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.

When someone clearly identifies their club with the NBA and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves and behave appropriately and in ways that are consistent with the NBA's stated values and policies.

This policy aims to provide some guiding principles to follow when using social media. This policy does NOT apply to the personal use of social media platforms by NBA members or staff where the NBA member makes no reference to NBA or related issues.

2.0 Scope

- This policy applies to NBA members, staff or any individual representing them or passing themselves off as being a member of the NBA.
- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, twitter or MySpace);
- Content sharing including Flickr (photo sharing) and YouTube (video sharing);
- Commenting on 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 or the Newcastle Baseball Association as an organisation.



3.0 Guiding Principles

3.1 The web is not anonymous. NBA members and staff should assume that everything they write can be traced back to them.

3.2 Due to the unique nature of baseball in New South Wales, the boundaries between a member's profession, volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do in a professional capacity and what they do, think and say in their capacity as a volunteer for the Newcastle Baseball Association. The Newcastle Baseball Association considers all members of the NBA are its representatives.

3.3 Honesty is always the best policy, especially online. It is important that NBA members think of the web as a permanent record of online actions and opinions.

3.4 When using the internet for professional or personal pursuits, all members must respect the NBA brand and follow the guidelines in place to ensure the NBA's intellectual property or its relationships with sponsors and stakeholders is not compromised. (See 5.0 below) or the organisation is brought into disrepute.

4.0 Usage

4.1 For NBA members and staff using social media, such use:

- Must not contain, or link to, libelous, 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 the NBA,
 - its affiliates, partners or sponsors;
 - Must not insult, denigrate, humiliate, or embarrass other NBA members, staff affiliates or people in the game of baseball.
 - Must not bring the organisation or baseball into disrepute.
 - For NBA staff using social media, such use must not interfere with work commitments

Furthermore, NBA members and staff may not use the NBA brand (see 5.0 below) to endorse or promote any product, opinion, cause or political candidate; and it must be abundantly clear to all readers that any and all opinion shared are those of the individual, and do not represent the views of NBA.



5.0 Branding and Intellectual Property (IP)

It is important that any trademarks belonging to NBA or any club are not 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:

NBA and Club Logos Images depicting baseball volunteers, staff and/or equipment, except with the permission of those individuals;

Official Newcastle Baseball Associations (NBA) blogs, social pages and online forums

When creating a new website, social networking page or forum for staff/club member use, care should be taken to ensure the appropriate person at a club/region/state level has given written consent to create the page or forum.

Similarly, appropriate permissions must be obtained for the use of logos and images. Images of minor children may not be replicated on any site without the written permission of the child’s parent and/or guardian.

For Official NBA blogs, social pages, and online forums:

- Posts must not contain, or link to, pornographic or indecent content or anything which could be deemed inappropriate;
- Some hosted sites may sell the right to advertise on their sites through “pop up” content which may be of a questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the “pop up” content cannot be controlled;
- NBA employees must not use NBA online pages to promote personal projects; and
- All materials published or used must respect the copyright of the third parties.

Consideration towards others when using social networking sites

Social networking sites allow photographs, videos, and comments to be shared with thousands of other users. NBA members and staff must recognise that it may not be appropriate to share photographs, videos and comments this way. For example, there may be an expectation that photographs taken at a private NBA event will not appear publicly on the internet. In certain situations, NBA members or staff could potentially breach the privacy act or inadvertently make the NBA liable for breach of copyright.

NBA members and staff should be considerate to others in such circumstances and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person if that person asks them to do so.

Under no circumstances should offensive comments be made about NBA members or staff online.



Breach of Policy

The NBA and its clubs continually monitor online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to the NBA.

If detected, a breach of this policy may result in disciplinary action from the NBA. A breach of this policy may also amount to breaches of other NBA policies. This may involve a verbal or written warning or in serious cases, termination of your employment or engagement with the NBA. NBA members may be disciplined in accordance with the NBA disciplinary regulations.

Any post by any member is subject to the Code of Conduct and the Member Protection By law (Refer:Part D1 ABF Member Protection Policy-Specific Codes of Conduct/Behavior) and that anything posted on a web site, blogs, social pages etc. which would if said be a breach of the Code of Conduct is similarly a breach of the Code of Conduct if published on the internet.

Consultation or Advice

This policy has been developed to provide guidance for NBA members and staff in a new area of social interaction. NBA members or staff who are unsure of their rights, liabilities or actions online and seek clarification should contact the Newcastle Baseball Association.