



SOCIAL MEDIA POLICY

Braves Baseball Club

1. INTRODUCTION

Braves Baseball Club recognises that social media and digital communications are valuable tools with which to engage and connect members, supporters, sponsors, and other key stakeholder groups.

Digital and social media are an increasingly important method of communications for members, and the rapid growth and evolution of social media necessitate an overarching policy that ensures members engaging in social media have an understanding of appropriate guidelines and usage.

Braves Baseball Club also recognises that its members need some level of protection from possible threats of identification, harassment, and abuse, and from violence and vilification and/or cyber bullying through such social media channels. Hence, this policy document outlines the rules and recommendations governing matters related to Braves Baseball Club on a public forum, like social media, and the consequences for members who are in breach of this policy.

2. PURPOSE

The intention of this Social Media Policy (this Policy) is to establish a culture of openness, trust and integrity in activities surrounding social media and the Internet, in conjunction with education and training.

This policy outlines rules for the appropriate uses of social media by members, whether for, or on behalf of, Braves Baseball Club, engaging with Braves Baseball Club, or as a member of Braves Baseball Club. It represents our Club's commitment to its members, families, volunteers and visitors, acknowledging the role that sporting clubs and associations play in building strong and healthy communities.

This policy will help to ensure our Club:

- meets its duty of care in relation to the health and safety of our members, volunteers and visitors who attend club games, special events, functions, and other activities,
- upholds the reputation of our Club, our sponsors, and partners, and
- understands the risks associated with social media use and our role in minimising this risk.

This policy also aims to protect the intellectual property, confidential information, brand, reputation and viability of Braves Baseball Club as well as the rights and interests of its members.



3. RATIONALE

When using technology, Braves Baseball Club needs to ensure that members' privacy is protected, clear boundaries are maintained, and bullying and harassment do not occur.

There are four assumptions underlying this policy:

- Role modelling can have a significant impact on the junior members of our Club.
- Friendly, encouraging and celebratory environments can help attract new members and promote the Club in the community.
- All communications posted, shared or sent digitally, including on social media, whether by an authorised user or otherwise, are considered official communications of Braves Baseball Club, in the same manner as documents on Braves Baseball Club letterhead and, therefore, must be consistent with the values, policies, and aims of Braves Baseball Club.
- All communications posted, shared or sent by Club members in their personal capacity may still be considered by others, whether correct or not, as communication of Braves Baseball Club, or otherwise representing the views, values or beliefs of Braves Baseball Club. As such, communications at all times are to be consistent with the values, policies, and aims of Braves Baseball Club.

4. GENERAL PRINCIPLES

4.1 Braves Baseball Club Website

- 4.1.1 Information on Club competitions, social events, committees, and policies will be placed on the Braves Baseball Club website.
- 4.1.2 No offensive content or photos will be uploaded to Braves Baseball Club's website.
- 4.1.3 Due care will be taken not to provide photographs or information that identifies underage Club members. However, permission will be sought from parents or caregivers to upload photos that identify their children. This permission is sought upon registration for a season and remains for the duration of the season unless parents/guardians notify the Club Registrar of a change in writing.
- 4.1.4 Any video postings, including YouTube video and TikTok links or postings, will feature positive team performances and require the consent of all featured individuals
- 4.1.5 Braves' Media Manager has responsibility for the content published on Braves Baseball Club's website.

4.2 WhatsApp, SMS, Heja, and emails

- 4.2.1. Braves Baseball Club committee members, coaches and team managers may use WhatsApp, SMS, Heja and/or email to communicate Club business, including Club sanctioned social events.
- 4.2.2 Text communication should be clear, constructive, brief, and only about Club/team matters.
- 4.2.3 Email communication should be used when more information needs to be shared.
- 4.2.4 Communication about children should only be made through parents, using only a parent's email and/or phone number. Likewise, children's communication with committee members, coaches, managers or other Club members should be made through parents, using only a parent's email and/or phone number and with



parental permission. Coaches who choose to do so, may communicate via group chat with the broader team, but individual messaging with minors must be avoided. Coaches should not be communicating with players underage directly. Any communication between player and coach must be given consent beforehand.

4.3 Snapchat, Facebook and Instagram

- 4.3.1 Postings and uploading of videos and images will only feature positive and informative Club news and events and must have been consented by all featured/identifiable individuals upon registration.
- 4.3.2 Every attempt will be made by the Braves committee to celebrate and acknowledge current (and in some cases, past) Braves players and their team selection into representative teams and personal baseball achievements.
- 4.3.3 Where a player is participating in a Baseball Australia endorsed event, that player/family may post personal fundraising requests to the Club's social media, to be approved at the discretion of the Club's social media administrators.
- 4.3.2 Personal information about members will not be disclosed unless permitted by the member or by a responsible parent/caregiver if the member is under 18 years of age
- 4.3.3 No statements will be made that are derogatory, misleading, false or likely to injure the reputation of another person.
- 4.3.4 No statements can be made by members or their family members on personal or Club social media that is likely to bring the Club, another club, or game of baseball in WA into disrepute. This includes derogatory comments about coaches, scorers, umpires or other officials that are malicious or potentially slanderous.

5. BRAVES MEMBERS RESPONSIBILITIES

When using digital media/technology-based forums, Braves Baseball Club members, their families and friends, are expected to use such forums appropriately and in compliance with this Policy, following the below rules and recommendations:

5.1 Rules for members, their families and friends concerning the proper use of electronic communication including social media

- 5.1.1 Communication should not denigrate, intimidate, humiliate or bully any member of the Braves Baseball Club community. This includes players, coaches, scorers, umpires, and supporters.
- 5.1.2 Communication must not be misleading, false or injure the reputation of members or others.
- 5.1.3 Communication should seek to protect the privacy of members and others.
- 5.1.4 Communication must not bring the sport, Baseball Australia, Baseball WA, or Braves Baseball Club into disrepute.
- 5.1.5 Members should not engage in negative or destructive discussions or postings.
- 5.1.6 Abusive, harassing, discriminatory or offensive communication should not be posted.
- 5.1.7 Any perceived incidents of non-compliance with this Policy are to be reported to a Braves Executive Committee Member, and confidentiality is to be maintained while the incident is being investigated and/or resolved.



5.2 Recommendations for all members, including committee members

- 5.2.1 Do not include personal information about yourself on any social media channel.
- 5.2.2 Use your best judgment, at all times honouring Club expectations about proper treatment and consideration of Club and Association members.
- 5.2.3 Refrain from posting/writing impulsively or when emotional or intoxicated.
- 5.2.5 Never comment on rumours. Do not deny, affirm, or speculate about rumours nor contribute to online chats in ways that are likely to inflate concerns or contribute to misinformation.
- 5.2.6 Only use social media channels to promote the sport, the Club and its members in a positive light.
- 5.2.7 If you feel you have been vilified on a Braves Baseball Club related matter through social media, then you are encouraged to contact the Braves Baseball Club MPIO officer or Executive Committee Member.

6. NON-COMPLIANCE

Braves Baseball Club treats the misuse of social media as a serious breach and Club members, their family members and/or guests should notify an Executive Committee Member of any breaches of this policy.

Negative or destructive content made on any Braves Baseball Club forum will be deleted by those with the power/access to do so, including the Social Media and Website Coordinator and other Club administrators of social media.

At least two Executive Committee Members (“the representatives”) will investigate incidents of non-compliance, which will be handled according to the following process:

- Any Braves Baseball Club member, their family members or friends, found to be in breach of the Policy may be required to remove, rectify, and/or publish a correction about any material published on social media that, in the view of the representatives, may breach this Policy or otherwise bring the Club, a member or members (including officials), or sponsor into disrepute.
- Any Braves Baseball Club member, their family members or friends, found to be in breach of the Policy may be immediately banned from posting on Braves Baseball Club related pages for a specific period of time and may face subsequent disciplinary action.
- Any Braves Baseball Club member, their family members or friends, found to have published inappropriate images or have made false or misleading comments about another person in the public domain, including Club domains, may also be liable for defamation and face charges.
- Any Braves Baseball Club member, their family members or friends, who breaches this Policy may be responsible for any loss suffered by Braves Baseball Club, a member or members of the Club (including officials), or sponsors.
- Continued non-compliance with the policy shall be handled by at least two Executive Committee Members who will use their discretion as to the actions taken, which may include revoking the Club membership and/or memberships of the party/parties involved, should the breach be deemed serious enough and/or ongoing.



7. POLICY REVIEW

This policy will be reviewed biennially to ensure it remains relevant to Club operations and reflects current technologies, community expectations, and legal requirements.

Next policy review due: June 2026

ENQUIRIES REGARDING OUR POLICY:

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