

SOCIAL MEDIA GUIDELINES

Approving authority	Board of Management
Approval date	17 March 2022
Next scheduled review	2024
Description	These guidelines outline Baseball Queensland's principles concerning the use of social media and provide advice that assists staff and volunteers in establishing and using social media spaces. They are framed within the policies relating to conduct, copyright and intellectual property, privacy, use of information technology and information security.

Related documents

Conflict of Interest Policy
Equity, Diversity and Inclusion Policy
Health, Safety and Wellbeing Policy
Information Technology Code of Practice
Reporting and Resolution of Staff Sexual Assault, Harassment Bullying and Discrimination
Staff Harassment Bullying and Discrimination Policy

External Links:

[Australian Copyright Council](#)

1. BACKGROUND

Social media refers to the interactions of individuals, groups and communities in online social networks and using digital media. Social networks refer to the groups that form through the use of social media.

Social media is a valuable tool for conversations and sharing of information and ideas - activities that are fundamental to education.

It is also used to showcase the expertise of Baseball Queensland staff, players, and volunteers in promoting the sport of baseball locally, nationally and internationally.

Baseball Queensland supports freedom of expression, critique, autonomy and transparency in social networking provided users act responsibly and Baseball Queensland policies and codes are adhered to. A key risk is non-response; issues may escalate quickly via social networks and need to be addressed promptly. Specific examples of social media risks are described in Appendix C.

Baseball Queensland staff, players and volunteers may use social media for a range of purposes including:

- Engaging with internal and external communities promote the sport
- Promoting activities and key achievements
- Crowdsourcing activities (problem solving, product creation, voting, surveys and Baseball Queensland-approved fundraising etc.)
- Promoting events, awards and achievements
- Answering queries and responding to concerns
- Recruitment
- Facilitating professional networks
- Reputation and brand management
- Emergency management, such as providing information in times of crisis.

2. CATEGORIES OF SOCIAL MEDIA NETWORKS

There are three identified types of social media networks of interest to Baseball Queensland:

- Official channels created and managed by Baseball Queensland
- Unrelated sites and groups - that may be connected to Baseball Queensland but over which the organisation has little or no control.

Official

Official social media networks and accounts represent a part of Baseball Queensland and are established and moderated by staff and/or volunteers (as designated by the CEO). Any social media network or account must be approved by the CEO.

The preference is for Baseball Queensland to operate a single account on each platform. With permission from the CEO, official accounts may be for specific groups (e.g. Athlete Development Program) but these must be managed by Baseball Queensland and maintain brand integrity.

The CEO will approve administrative access to these sites.

Unrelated

Unrelated profiles, pages or accounts have no clear connection with, but may include comments about, Baseball Queensland. Baseball Queensland is not able to directly influence these accounts, apart from conversations with site authors and platform owners. Examples include online communities that informally discuss baseball or other sports.

3. SCOPE

This policy applies to all users of Baseball Queensland Social Media Platforms.

4. ROLES AND RESPONSIBILITIES

- The Board of Management and CEO are responsible for providing strategic advice for the appropriate use of social media channels.
 - The CEO is responsible for overseeing the management of Baseball Queensland Social Media assets.
 - Employees and volunteers may be provided access by the CEO for the purpose of populating the social media accounts with information and/or responding to queries through these sites. Access should be regularly reviewed in the event that individuals are no longer participating in official Baseball Queensland communications.
 - Identification and response to controversial and/or negative comments about Baseball Queensland will occur on direction of the CEO.
 - Responsibility for actively monitor and responding to public contributions or queries which occur through social networks should be clearly delegated, ensuring that this is covered during employee absence.
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5. SOCIAL MEDIA GUIDANCE

5.1 General principles

Baseball Queensland encourages participation and engagement in social networks in the spirit of mutual trust and fairness. Staff and volunteers must be aware of their responsibilities as outlined in the

Code of Conduct. Staff and volunteers must also comply with each social media platform's *Terms of Use Agreement* and associated rules.

Staff and volunteers are advised to remember that information posted on social media is generally publicly and permanently accessible.

Baseball Queensland policies noted under 'Related Policies' apply both when using social media in an official capacity on behalf of Baseball Queensland and when using Baseball Queensland resources for personal activity. They may apply where social media profiles note an affiliation with Baseball Queensland.

Baseball Queensland policies apply irrespective of the access medium (e.g. mobile device / computer / wearable device) or location (e.g. work / office / classroom / café / home).

The use of the Baseball Queensland logo or branding on **any** social media accounts, pages or networks is only permissible through formal, written consent of the CEO. This branding will not be withheld unreasonably but should not be assumed. Unauthorised use of the Baseball Queensland logo or branding on unofficial sites is prohibited and, in most cases, would breach the social media network site rules.

5.2 Use of social media by all staff

Issues to consider when using social media

- Ensure compliance with copyright, privacy, defamation, moral rights and organisational policies in any site that discloses a connection with Baseball Queensland. Please see related policies for guidance. Note that when using a social media provider, you agree to that provider's terms and conditions, and they override educational fair use and our statutory licenses.
- Do not imply Baseball Queensland's endorsement of your personal views or use Baseball Queensland trademark or logos without authorisation. If a professional profile notes an affiliation with Baseball Queensland, it should contain a disclaimer to the effect: The opinions and positions expressed are my own and do not necessarily reflect those of Baseball Queensland.
- Establish a set of community guidelines immediately after creating a page or group on Facebook in particular, so that fans, followers and members are made aware of the 'rules of engagement' within the community and how unacceptable behaviour will be managed.
- Be careful with the publication of personal information. Published material is widely accessible and will be permanent (even if deleted). Prior to publishing images or personal information, consent must be sought from the individuals and parents of anyone under the age of 18 years.
- Communicate transparently, honestly and with respect and fairness. Take time to verify details to ensure they are accurate and current before posting.
- Be the first to admit and correct mistakes.
- Be timely and maintain material to ensure accuracy and currency. As a guide, if a site has had no activity in over six months it should be withdrawn or deleted
- When questionable comments are made by others on a social media site, the basic rule is to allow the good and the bad but not the ugly. Content is 'ugly' and should be removed if it is: offensive (culturally, politically or socially), denigrating, illegal (for example breaches privacy, copyright, intellectual property, or platforms terms of use) or is out of context (for example inappropriate for some age groups). Appendix A has guidance for responding to social media comments
- When crowdsourcing ideas and feedback, be especially aware of the intentions of those providing input. When contributing to other crowdsourcing initiatives in an official or professional capacity disclose your role Baseball Queensland.
- Baseball Queensland social media sites are not to be used to express personal opinions or political statement.

6. RISK MITIGATION

Social networks are dynamic and evolving. Risk management in the social media landscape involves maintaining a balance between community autonomy and institutional monitoring. Baseball Queensland favours autonomy and transparency in social media networking provided organisational policies and codes are adhered to.

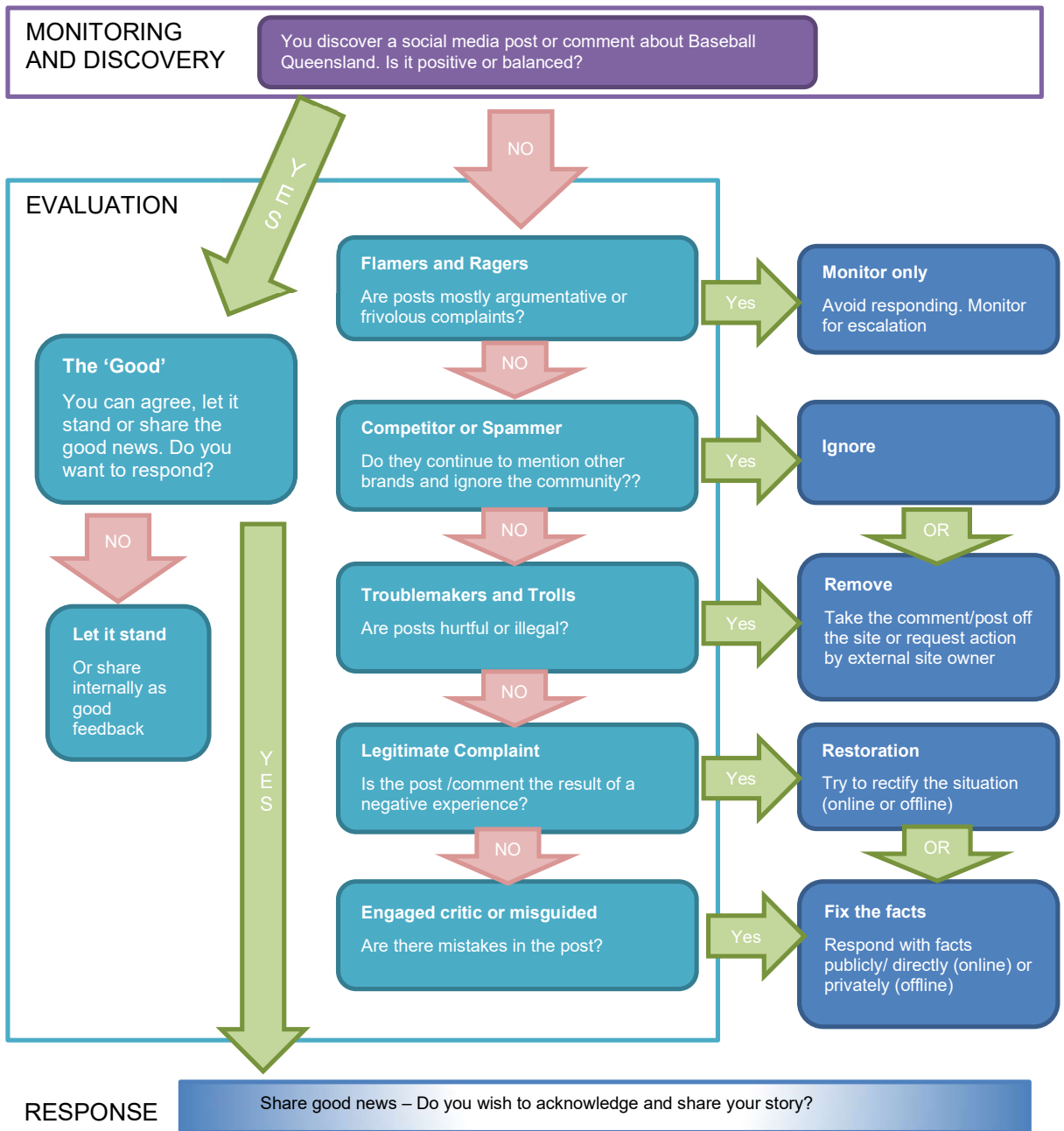
Risks of misinformation and trolling behaviour are of medium likelihood and low impact provided they are addressed promptly. A key risk is the risk of non-response; issues may escalate quickly via social networks and need to be dealt with in a timely manner. Additionally, time spent using social media should be self-monitored to ensure it adds sufficient and appropriate value.

Risks relating to social media are managed by the CEO and, when appropriate, the Board of Management. However, professional and official social media administrators are obligated to moderate their own networks and accounts professionally and in a timely manner. Responsibility in social media is devolved so users are trusted to act responsibly and transparently. All users should be aware of and abide by the terms and conditions of use of the relevant platform/s they are using, as well as relevant Baseball Queensland policies (listed under *Related Policies*). Where individuals identify questionable content in social media sites, they should refer to the site owner/administrator to moderate it. Where it potentially breaches Baseball Queensland Policies and Guidance, the CEO is responsible for taking action.

7. DEVELOPMENT, REVIEW AND APPROVAL HISTORY

Version No	Developed/ Modified by	Content authorised by	Approving Officer	Date of Effect	Last Reviewed
1	Andrea Marshall	Rodney Gaunt	Board of Management	17/03/2022	17/03/2022

Appendix A: Options for engagement on official and professional spaces



Should you choose to respond, consider the following:

Transparency

Disclose your relationship with BQ and explain your purpose for being there

Assess Sphere and Influence

Focus most of your effort on responding to where there is highest traffic

Timeliness

Take time to create good responses, but don't let things slide

Tone

Respond in a courteous manner but with your own 'voice' or personality

Sourcing

Cite your sources by including hyperlinks, video, images or other references