



**WINDSOR ROYALS
SPORTS CLUB INC.**



SOCIAL MEDIA POLICY

Policy Version 1

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Windsor Royals Sports Club
Inc.

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WINDSOR ROYALS SPORTS CLUB INC SOCIAL MEDIA POLICY

Windsor Royals Sports Club Inc. (**Windsor Royals**) is an affiliate/member of Baseball Queensland and Baseball Australia which imposes obligations on member organisations to ensure and promote the safety of its members.

This Social Media policy provides guidance on the use of social media by members of Windsor Royals for the purpose of public engagement. The policy also regulates the use of social media by Members where such use poses a risk to other persons or a reputational risk to Windsor Royals.

DEFINITION

Member includes all categories of membership of Windsor Royals, persons representing members (including parents/carers/guardians of junior members), and persons passing themselves off as being members.

Social media means digital tools that enable communication and sharing across the world wide web (internet) and other platforms, and that allow for the creation of user-generated content.

PURPOSE

1. Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member based organisation, Windsor Royals recognises the benefits of social media as an important tool of engagement and enrichment for its members.
2. This policy aims to provide guiding principles that apply when using social media. This policy does not apply to the personal use of social media platforms by Members where the Member makes no reference to Windsor Royals, or related issues.

SCOPE

3. This policy applies to Windsor Royals Members. The policy covers:
 - a. Windsor Royals related, user-generated, content that is shared over the internet via technologies that promote engagement, sharing and collaboration;
 - b. Windsor Royals official social media presences;
 - c. Internet-based and mobile applications owned and operated by Windsor Royals; and
 - d. All other activities conducted by Members on the internet and social media networks, content and video sharing platforms, and blogs where their connection to Windsor Royals is apparent or may be identified.
4. The intention of this policy is to include anything posted online where information is shared that might affect Members, officials, colleagues, clients, sponsors, or Windsor Royals as an organisation.

GUIDING PRINCIPLES

5. The internet is not anonymous. There is no guarantee of privacy and Members should assume that everything they post online may be traced and attributed to them.
6. Due to the unique nature of baseball in Queensland, the boundaries between a Member's personal life, 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 personal or private capacity and what they do, think and say in their capacity as a Member.
7. Windsor Royals considers all of its Members are representatives of the organisation.
8. Honesty is always the best policy, especially online. It is important that Members consider online posts a permanent record of online actions and opinions.
9. When using the internet for professional or personal pursuits, all members must respect the Windsor Royals brand and follow these guidelines to ensure Windsor Royals intellectual property and/or its relationships with sponsors and stakeholders is not compromised and Windsor Royals and its Members are not brought into disrepute.

USAGE

10. When using social media Members must ensure such use:
 - (a) Does not contain, or link to, libellous, defamatory or harassing content. This also applies to the use of illustrations or nicknames;
 - (b) Does not contain, nor link to, pornographic or indecent content or material;
 - (c) Does not comment on, or publish, information that is confidential or in any way sensitive to Windsor Royals, its affiliates, partners or sponsors;
 - (d) Must not insult, denigrate, humiliate, bully, or embarrass other Members, affiliates or people (including players, officials and umpires) in the game of baseball.
 - (e) Must not bring the organisation or baseball into disrepute.

BRANDING AND INTELLECTUAL PROPERTY (IP)

11. It is important that any trademarks belonging to Windsor Royals 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”).
12. Trademarks include:
 - (a) Windsor Royals logos
 - (b) Images depicting baseball volunteers, staff and/or equipment, except with the permission of those individuals;
 - (c) Other Windsor Royals imagery including uniforms and caps.

(d) Official Windsor Royals blogs, social pages and online forums.

(Collectively the Windsor Royals Brand)

13. Members may not use the Windsor Royals Brand to endorse or promote any product, opinion, cause or political candidate; and it must be clear to all readers that any and all opinion shared are those of the individual, and do not represent the views of Windsor Royals.

OFFICIAL WEBSITES, BLOGS, SOCIAL MEDIA PAGES AND ONLINE FORUMS

14. Official sites includes www.windsorroyals.com.au, Windsor Royals Facebook site, and [Windsor.royals.baseball](https://www.instagram.com/windsorroyalsbaseball) (Instagram).
15. When creating a new website, social networking page blog, or forum for Members use, consent to create the page or forum from the Windsor Royals Management Committee is required.
16. Similarly, consent from the Management Committee must be obtained for the use of Windsor Royals Brand.
17. Images of minor children may not be replicated on any non-Windsor Royals site without the written permission of the child's parent and/or guardian.
18. For official Windsor Royals blogs, social pages and online forums:
- (a) Posts must not contain, or link to, pornographic or indecent content or anything which could be deemed inappropriate;
 - (b) 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;
 - (c) Members must not use Windsor Royals online sites or social media to promote personal projects; and
 - (d) All materials published or used must respect the copyright of the third parties.

BREACHES

19. Windsor Royals monitor online activity in direct relation to Windsor Royals and baseball's representatives and associations.
20. Any post by any Member is subject to:
- (a) The law, including criminal law, privacy law, and workplace and discrimination law as may be applicable;
 - (b) This Social Media Policy; and

- (c) The Australian Baseball Federation Code of Conduct and the Member Protection Policy, in particular, Part D1 ABF Member Protection Policy-Specific Codes of Conduct/Behaviour; and
 - (d) Any other applicable policy.
21. Any alleged breach will be referred to the Management Committee and disciplinary and/or civil action may be taken. Disciplinary action may, in appropriate cases, result in termination of membership pursuant to Rule 9.3 of the Windsor Royals Rules of Association.
23. Where serious breaches are alleged the Management Committee may refer those breaches to relevant authorities for the purposes of reporting, investigation, and/or prosecution as may be appropriate.

CONSULTATION OR ADVICE

22. This policy has been developed to provide guidance for Windsor Royals Members when engaging in social media. Any Member seeking clarification of this Policy should contact the Secretary on secretary@windsorroyals.com.au