



## **Cornish Claycutters Baseball Club Social Media Policy**

### **1. Introduction**

The Cornish Claycutters Baseball Club recognises the importance of social media as a platform for communication and engagement with our members, fans, and the broader community. This policy outlines the guidelines for using social media channels associated with the club in a responsible and respectful manner.

### **2. Purpose**

The purpose of this policy is to:

- a. Ensure that all social media activities associated with the club align with our values, mission, and brand identity.
- b. Promote positive interactions and respectful communication between club members, participants, fans, and the public.
- c. Protect the reputation and image of The Cornish Claycutters Baseball Club in the online space.

### **3. Scope**

This policy applies to all individuals associated with the club, including players, coaches, team managers, volunteers, officials, and any other representatives using social media on behalf of the club.

### **4. Guidelines**

- a. Respectful Communication  
All social media interactions related to the club should be conducted with respect and courtesy. Avoid engaging in arguments, offensive language, or disrespectful behaviour towards others.
- b. Club Information and Updates  
Official club announcements, news, and updates should come from authorised club representatives. Ensure accuracy and consistency in the information shared.
- c. Personal Accounts vs. Official Accounts  
Differentiate between personal social media accounts and official club accounts. Personal accounts should not represent the club unless explicitly authorised.
- d. Protecting Confidential Information  
Do not disclose sensitive or confidential club information on social media platforms.
- e. Intellectual Property and Copyright  
Respect copyright laws and intellectual property rights when sharing content on social media. Always give proper credit to the original source when sharing content created by others.

- f. Endorsements and Sponsorships  
Clearly distinguish between personal opinions and endorsements on social media. If you are endorsing a product or service, make it clear that it is a personal endorsement and not an official club endorsement.
- g. Social Media for Youth Program Participants  
For participants in the youth program (ages 5 and above), parents or legal guardians must provide consent before any content featuring the child is shared on club-affiliated social media accounts.
- h. Cyberbullying and Harassment  
The club has a zero-tolerance policy for cyberbullying and harassment. Do not engage in any form of online bullying or harassment, whether toward club members or others.
- i. Social Media Account Security  
Maintain the security of official club social media accounts. Use strong passwords, limit access to authorised personnel, and log out of accounts after use on shared devices.
- j. Reporting Concerns  
If you encounter any inappropriate or concerning content related to the club on social media, report it to the club management immediately.

**5. Consequences of Policy Violation**

Failure to comply with this social media policy may result in disciplinary action, up to and including suspension or termination of association with The Cornish Claycutters Baseball Club.

**6. Policy Review**

This social media policy will be reviewed regularly to ensure its effectiveness and relevance in the ever-changing landscape of social media.