



SOCIAL MEDIA CODE OF CONDUCT

Northern Districts Baseball Club recognises that social media is an important part of the way members communicate. NDBC actively encourages members to participate in social media and share their experiences in baseball. NDBC recognises the importance of the internet to improve and increase the flow of information, shaping public thinking about our organisation, members, sponsors and stakeholders.

However, NDBC public reputation is valuable and so are the reputations of its members, sponsors and stakeholders, so NDBC prohibits any communication on social media that is defamatory, obscene, proprietary, and misrepresentative of the NDBC or for commercial purposes.

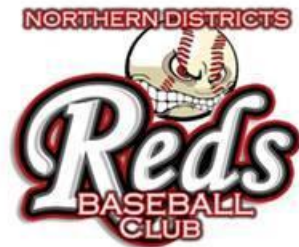
Social media is a broad and changing concept. It generally refers to interactive electronic forums or online media where people are communicating, posting, sharing, networking or bookmarking. For the purposes of this by-law, social media extends to:

- a. electronically communicated material, whether written, photographic, video, or audio, which is accessible by more than the member alone;
- b. Facebook, snapchat, youtube, twitter, myspace, linkedin, flickr and related domains;
- c. Blogs; social networking sites; instant messaging; social bookmarking, media sharing and collaborative editing websites;
- d. Any other forum which might reasonably be classified as social media as that term is generally understood; and
- e. Any other forum for public comment

Prohibitions

When using social media, a person must not:

- a. Abuse others or expose others to content that is offensive, inappropriate or for an illegal purpose;
- b. Impersonate or falsely represent any other person, including NDBC or another member;
- c. Abuse, harass or threaten any other person, including NDBC or another member;
- d. Make defamatory or libellous comments;
- e. Use obscene, offensive, insulting, provocative or hateful language;
- f. Post material that infringes the intellectual property rights of others;
- g. Intrude upon the privacy of other members of NDBC without the consent of such members;
- h. Comment in a way that may be construed as harming the reputation of him or herself, another member, or NDBC, including its sponsors and stakeholders;
- i. Make excessive postings on a particular issue or post multiple versions of the same opinion or information on social media platforms operated by NDBC;
- j. Promote commercial interests in social media platforms operated by NDBC; or
- k. Without authority, post internet addresses, links to websites, email addresses or other personal information on social media platforms operated by NDBC.



Consequences

NDBC and its Members continually monitor online activity in relation to the social media of NDBC and Members. NDBC encourages Members to report detected breaches or suspected breaches of this policy to NDBC, and any use of Social Media which is likely to harm NDBC reputation.

In circumstances of a breach or suspected breach of this Code of Conduct, NDBC may:

- a. Make a necessary public comment such as a correction, clarification, contradiction or apology;
- b. Issue a formal warning;
- c. Report any breach of any law to any local authority or wronged party;
- d. Take any disciplinary action available to it under this Member Protection Policy; or
- e. Exercise any of its available rights at law.

Northern Districts Baseball Club expressly reserves the right to take any action, including dealing directly with Social Media providers, to remove any posted material that it considers to be in breach of this By- law.