



Kwinana Blue Jays Baseball Club Inc.

Media Policy

OUR COMMITMENT

Kwinana Blue Jays Baseball Club Inc. is committed to;

- Utilising media forums to communicate information to its members and wider stakeholders utilising appropriate language
- Nominate a person dedicated to the role of 'media' for the purpose of monitoring these forums
- Utilising the correct/appropriate means of media for various communications to ensure the message is delivered concise, timely and relative to our operations

OUR STRATEGIES

Kwinana Blue Jays Baseball Club Inc. will monitor media usage and ensure appropriate communications are upheld by the following strategies;

- Appointing a representative in the role of 'media' to oversee all media platforms
- Monitor content being published over various platforms, including but not limited to, the clubs website, Facebook, Instagram, emails and advertising to ensure they are family-friendly in nature
- Formal communications and advertising to be approved by the clubs president and secretary
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site.
- Post's promoting personal ventures, activities, businesses and the like not directly related to the club will be deleted, other than those promoting official club sponsors.
- Will not display pictures or photos of children/minors without a signed consent/media release form
- Communication to any external media (paper or news) will be completed by either the President or Secretary
- No personal information regarding members will be published to any media platform
- Any post/comment detrimental to our brand will be deleted and followed up

Review Date: 24/06/2019

Approved By: Tym Adam

This document is to be reviewed annually for accuracy and approved by current president