# BaseballSoftball*UK* Social Media Guidelines and Best Practice

**INTRODUCTION**

BaseballSoftball*UK* realises that the business use of social media, including but not limited to Facebook, Twitter, LinkedIn, Instagram and Tik Tok, can be beneficial to the company's communications strategy. However, you need to be aware that your conduct on such sites may reflect on the company, whether during business use or during personal use outside of work hours.

This document provides guidance and best practice on interacting with social media both as an individual as well as an employee of BSUK.

**What is expected of me as an employee engaging with BaseballSoftball*UK* social media?**

Social media – indeed all online communications - are a vital part of BSUK’s communications and commercial programmes, and should be treated as such.

Your personal social media engagement is appreciated as it helps us to spread the word about our events, programmes and key messages. We would like you to be an **advocate for BSUK** and we encourage you to keep comments and posts positive and truthful.

Some simple **common sense** when posting will avoid any major issues and it should go without saying that you should not be posting any racist, sexist, homophobic or similar content. If in doubt about how a comment might be perceived, do not post it online and confer with a colleague first. As a family‐friendly organisation, language should be kept clean, including team names that may not be appropriate for a wide audience. The same applies to re‐tweeting or sharing posts by others.

**Regularity of posting / engagement**

There is no requirement to be active on social media, but our followers value having the human touch of our employees weighing in on topics we are discussing. We would like to encourage you to post and engage in social media on a regular basis.We would love you to **engage more often** when we are launching new products, programmes, and events to generate a ‘buzz’. In short, your interactions can help our marketing strategy, particularly when they add more detail or excitement through your knowledge and interests.

**Personal Profile Expectations**

At present, we do not prescribe that staff must have separate personal and professional social media profiles – indeed, such behaviour is banned on platforms like Facebook. However, we do have certain expectations around developing an effective profile as an employee of BSUK. Employees remain responsible for their actions online and this policy acknowledges that members of staff are responsible for their own comments, and may face consequences for inappropriate social media usage, even if that usage does not directly pertain to BSUK.

We are using three platforms - Twitter, Instagram and LinkedIn - to provide some guidelines and expectations on developing an effective profile as an employee of BSUK*,* as these three are the platforms that would most likely be used for personal/professional communications. These guidelines should also help you develop a professional profile on other platforms such as Facebook, etc.

If you wish to set up a BSUK*K*-specific Twitter account, please discuss this with the social media lead prior to implementation. The following guidelines will be helpful as you engage in the process.

## **X (Formerly Twitter) profile expectations**

* Choose a professional name that represents you as an employee of BSUK. This might be your real name or a role name such as BaseballSoftball*UK* Development Manager NW.
* Choose a professional photo; people should be able to recognise and connect with you.
* Ensure your header background is professional – if you wish, a BSUK-specific header can be created for you.
* Ensure your bio describes you and a brief summary of the work you do for BSUK. It should also showcase your personality. You are welcome to tag @bsuk in your profile header.
* If you are tweeting about BSUK activities, do not create your own hashtags. Speak to the social media lead to ensure the hashtag has meaning and can be replicated in BSUK comms.

## **Instagram profile expectations**

* Choose a professional name that represents you as an employee of BSUK. This might be your real name or a role name such as BaseballSoftball*UK* Development Manager NW.
* Choose a professional photo; people should be able to recognise and connect with you.
* Ensure your bio describes you and a brief summary of the work you do for BSUK*K*. It should also showcase your personality.
* If you are posting about BSUK activities, do not create your own hashtags. Speak to the social media lead to ensure the hashtag has meaning and can be replicated in BSUK*K* comms.
  + With regards to hashtags, please feel free to use as many as you like on Instagram, and please contact the social media lead if you would like assistance.

## **LinkedIn profile expectations**

* A LinkedIn profile is a public CV, where you display your education, work experience, skills, qualifications, current work position and profile picture. You should complete the suggested ‘profile completion tips’ provided by LinkedIn when developing your profile.
* A profile headline and summary are essential. This should give you a professional identity. It is
* important to use keywords that can easily be searched for. State you are an employee of BSUK and create a summary that brings out your personality.
* Your LinkedIn profile should link to the BSUK company page. When entering your current position for BSUK, select the official BSUK*K* page when typing BSUKas your employer; this will ensure you appear in BSUK’s current employees list on the company LinkedIn page.
* Create your profile URL by going to Settings > Edit Public Profile > Customize Your Public Profile URL.
* Ensure you have a high-quality profile picture, ideally a staff or professional photo.
* BSUK encourages you to be active and contribute to professional groups.
* If you require any help with your LinkedIn account, please feel free to contact the social media lead for help.
* If you feel that a paid LinkedIn account would assist you with your work, please get in touch with the social media lead.

**What should I post?**

We encourage you to share and post BSUK content to your own social networks, but we also want you to feel free to contribute ideas and thoughts for postings to our central company social media accounts to support your own postings and activities. Please speak to the social media lead if you have any ideas.

When posting about BSUK‐related activities, please ensure that you tag relevant BSUK accounts in the post or photos so that BSUK is notified and can share your posts.

**Official BSUK Accounts**

Facebook: /BaseballSoftballUK

X Twitter: @BSUK

Instagram: @baseballsoftball\_uk

LinkedIn: BaseballSoftballUK

Tik Tok: @baseballsoftballuk

**Best Practice**

As social media is constantly updating and changing, best practice changes quite frequently. As a result, BSUK primarily uses HubSpot resources to stay on top of current trends and information, which can be found here: <https://www.hubspot.com/resources/social-media>

**Please take pictures of team outings at events such as coaching sessions, Hit the Pitch events, product launches, etc.** Feel free to take as much video of events as you would like, particularly of live games or action. iPhone quality is great and we can edit in the office, so it’s more important we get the footage. Ensure your mobile is horizontal and not vertical (unless posting on Instagram stories), that you have permission (see footnote\*) and photos and video footage follow the guidelines laid out in our wider Photographic Policy.

**Posting Links**

BaseballSoftball*UK* has a Bitly account to provide shortened links for posting on social media. If you need a Bitly link, contact the **social media lead.** When you are posting links from BSUKchannels*,* it will provide additional insights into link clicks and other analytics to help improve our digital communications.

**What happens if I leave?**

## **X (Formerly Twitter)/Facebook, etc.**

If you have created an account specifically for your role, the easiest way to transition when you leave is to pass this account on to your replacement for continuity. They should change the password to the account and you should not post to this account any more.

As the majority of individuals have personal accounts, we expect the following actions to be taken if you have regularly used your personal account to interact with BSUK:

* You should inform your followers that you are leaving the position.
* BSUK will ensure that this message is communicated via relevant social media accounts.

## **LinkedIn**

* You will be required to update your current profile to reflect that you are no longer a BSUK employee.

**What is the process for staff to learn about new applications and tips?**

BSUKis keen to ensure that staff have the appropriate knowledge and understanding to engage in social media effectively. Requests for training should be made through your Line Manager.

In general, two types of training will be offered:

* Job‐related training – ongoing, regular training will keep BSUK staff members current and will give us an opportunity to support you to network with others in the industry and

through various communities. This training might be internal or external.

* Safety – this training might be combined with job‐related training, which might include how

to protect our online reputation.

**How will we evaluate our success and learn from our operations?**

BSUK will use social media analytical tools to understand the data and identify which types of posts resonate with our audience on each social media platform. We will also increase the performance ofposts by looking at what time of day and which days of the week have a greater impact. This will be

shared with you and the wider BSUK team so you can use social media more effectively.

**Posting on BaseballSoftball*UK* channels**

BSUK*’*s social media is a vital part of the organisation’s marketing efforts and should be treated with the same respect as a press release, website article or any other public statement by the company. Unless approved, no member of BSUK staff should post on social media as the company without explicit permission of the social media lead – this includes engaging with other social media posts as the company as well as replying to comments, questions, and direct messages.

In general, the social media lead is responsible for all posts on social media. If you have something that you want posted, please send it to the social media lead at least 48 hours in advance to ensure proper scheduling.

At certain times, it may become necessary for a member of the organisation other than the social media lead to post on BSUK’s social media accounts. This primarily occurs during events such as tournaments, games, or after-hours events where the social media lead may not be available to post. However, all access to the BSUK social media accounts must be approved at least 24 hours in advance by the social media lead in order to ensure continuity of the accounts, as well as to prevent pre-scheduled posts from interfering with the event. No post should ever be made on a BSUK channel without the FPD team knowing about it.

Posting from a BSUK account is not the same as posting on a personal social media account. All posts must follow the BaseballSoftball*UK* style guide, with proper grammar and UK English spellings in the copy of each post. Members of staff outside of the FDP department are not allowed to use emojis or other special characters in copy. The BSUK social media channels have been developed with a certain tone, tenor, and voice in order to create post and marketing continuity, and all post copy should have a similar connection. The social media lead will review the tone, tenor and voice as part of social media training.

All photos posted from BSUK’s accounts must have the necessary permissions to be reposted, as well as follow the BSUK photography policy.

Any member of staff outside of the social media lead must undergo a training session with the social media lead prior to taking over BSUK’s social media for the first time. This training can be arranged by email and will only take a few minutes but must be complete prior to the event.

Passwords for BSUK social media can be obtained from the social media lead when required. Once the event has passed, staffers are required to log out of the account (excluding Facebook) immediately after the event. Failure to do so could result in revocation of social media access for future events.

Finally, any employee is responsible for what they post while acting as BSUK and should keep track of their posted items after the event has happened. Before posting, review the post to ensure that the tone is correct, that the hashtag is correct, and that the post can in no way be misconstrued or viewed negatively.

Any questions should be directed to the social media lead.

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