

SOCIAL MEDIA POLICY

30 Major League Clubs

Consistent with the authority vested in the Commissioner by the Major League Constitution (“MLC”) and the Major League Baseball Interactive Media Rights Agreement (“IMRA”), the Commissioner has implemented the following policy regarding the use of social media by individuals affiliated with Major League Baseball and the 30 Clubs. Nothing contained in this policy is intended to restrict or otherwise alter any of the rights otherwise granted by the IMRA.

Definitions:

Covered Individuals – All employees and independent contractors of the 30 Major League Clubs (at both the Major and Minor League level) other than active players represented by the Major League Baseball Players Association (*i.e.*, 40-man roster players).

Social Media – Any form of online media or use of sites that apply technology to facilitate social interaction, including, but not limited to profiles, commentary, writings, photographs, images, logos, and audio or video files posted on outlets including but not limited to Facebook, MySpace, Twitter, YouTube, Flickr, LinkedIn, Wikis, blogs, podcasts, message boards and websites.

Content – All material posted on Social Media, including links to other websites.

MLB Entity – Any entity affiliated with Major League Baseball, including the 30 Major League Clubs, Minor League Clubs, the Office of the Commissioner, MLB Enterprises, MLB Properties, MLB Productions, MLB Advanced Media, MLB Media Holdings, MLB International, MLB Online Services, Major League Baseball Scouting Bureau, and the MLB Network.

Prohibited Conduct: In addition to the prohibition on the use of electronic equipment during the period beginning thirty minutes prior to a game and ending upon the conclusion of a game that is contained in Baseball Operations Bulletin A-2, Covered Individuals may not at any time engage in the following conduct with respect to the use of Social Media:

1. Displaying or transmitting Content via Social Media in a manner that reasonably could be construed as an official public communication of any MLB Entity or attributed to any MLB Entity.
2. Using an MLB Entity’s logo, mark, or written, photographic, video or audio property in any way that might indicate an MLB Entity’s approval of Content, create confusion as to attribution or jeopardize an MLB Entity’s legal rights with respect to a logo or mark.

3. Linking to the website of any MLB Entity on any Social Media outlet in any way that might indicate an MLB Entity's approval of Content or create confusion as to attribution.

NOTE: Only Covered Individuals who are authorized by the Senior Vice President, Public Relations of the Commissioner's Office to use Social Media on behalf of an MLB Entity and display Content on Social Media in that capacity are exempt from Sections 1, 2 and 3 of this policy.

4. Displaying or transmitting Content that contains trade secrets, confidential or proprietary business information of any MLB Entity or its agents, including, for example, internal reports, the development of systems, processes and products, internal business-related confidential communications, strategic information, financial information, etc., and confidential information related to an employee, such as medical/health information and personally identifiable information (e.g., Social Security numbers, account numbers, etc.).
5. Displaying or transmitting Content that reasonably could be construed as condoning the use of any substance prohibited by the Major or Minor League Drug Programs, or the Commissioner's Drug Program.
6. Displaying or transmitting Content that questions the impartiality of or otherwise denigrates a Major or Minor League umpire.
7. Displaying or transmitting Content that reasonably could be viewed as discriminatory, bullying and/or harassing based on race, color, ancestry, sex, sexual orientation, national origin, age, disability, religion, or other categories protected by law and/or which would not be permitted in the workplace, including, but not limited to, Content that could contribute to a hostile work environment (e.g., slurs, obscenities, stereotypes) or reasonably could be viewed as retaliatory.
8. Displaying or transmitting Content that threatens or advocates the use of violence against an individual or group of individuals.
9. Displaying or transmitting Content that contains obscene or sexually explicit language, images, or acts.
10. Displaying or transmitting Content that violates applicable local, state or federal law or regulations.

Nothing in this Policy prohibits you from discussing the terms and conditions of your employment to the extent protected by federal law or otherwise displaying or transmitting Content that is protected by applicable federal, state or local law.

Reporting: All violations of this policy should be reported to the Labor Relations Department of the Office of the Commissioner.

Enforcement: Covered Individuals engaging in conduct prohibited by this policy may be subject to disciplinary action up to and including termination.