



**MEMORANDUM**

TO: All 40-Man Roster Players

DATE: March 12, 2012

RE: Major League Baseball's Social Media Policy

Consistent with the recently completed collective bargaining negotiations, Major League Baseball ("MLB") and the Major League Baseball Players Association ("MLBPA") have agreed that the Office of the Commissioner may implement a Social Media policy addressing certain limitations on the uses of social media by Major League players. A copy of that policy is attached hereto.

While having a Social Media policy is important to protecting the interests of everyone involved in promoting the game, we hope that you will not view this policy as a blanket deterrent to engaging in social media. MLB recognizes the importance of social media as an important way for players to communicate directly with fans. We encourage you to connect with fans through Twitter, Facebook, and other social media platforms. Along with MLB's extensive social media activities, we hope that your efforts on social media will help bring fans closer to the game and have them engaged with baseball, your club and you in a meaningful way. For instance, appropriate uses of social media platforms include:

- Interacting with fans;
- Sharing non-confidential information about you and your activities;
- Highlighting charitable or promotional activity that you might be participating in on your own or in conjunction with Major League Baseball or your Club; and
- Working with your management team or Club officials to conduct unique promotions that can provide your fans merchandise, tickets or unique experiences.

While we hope that players will recognize social media as an opportunity to connect with fans in a positive way, please keep the following points in mind:

- Just because you may be using your phone, a tweet is a public statement to a mass audience, not a private text message to a friend;
- If you would not feel comfortable saying something at a press conference or seeing something attributable to you in a newspaper, you should refrain from posting any such messages, information or photos to social media;
- Pause and think twice before sending a message across social media in the "heat of the moment", i.e., if you are angry, emotional or reacting to a controversial news story, public event or something said or written about you; and
- Once something is posted, you will not be able to retract it – once you hit send, your message becomes public information that can be forwarded and reported by the media.

You and your families should be aware that social media technology may enable some on-line sites to produce comments or photographs that have not been authorized by you, your team, or MLB, and may, in fact, be inaccurate or out of context. We suggest that you forward any complaints of privacy and/or copyright infringement to team or MLB officials before personally responding.

We hope that you recognize social media as an opportunity to connect with your fans in a positive way. If you have any questions or would like help in understanding or utilizing social media, please feel free to contact either your Club's Director of Public Relations or (removed) at Major League Baseball.

## **SOCIAL MEDIA POLICY**

### **Major League Players**

#### **Definitions:**

Covered Individuals – All Players who are represented by the Major League Baseball Players Association.

Social Media – Any form of online or interactive media, 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, 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, Players may not engage in the following conduct with respect to the use of Social Media:

1. Displaying or transmitting Content via Social Media that reasonably could be construed as an official public communication of any MLB Entity without obtaining proper authorization.
2. Using an MLB Entity's logo, mark, or written, photographic, video or audio property without obtaining proper authorization.
3. Linking to the website of any MLB Entity on any Social Media outlet without obtaining proper authorization.
4. Displaying or transmitting Content that contains confidential or proprietary information of any MLB Entity or its employees or agents, including, for example, financial information, medical information, strategic information, etc.
5. Displaying or transmitting Content that reasonably could be construed as condoning the use of any substance prohibited by Major League Baseball's Joint Drug Prevention and Treatment Program.
6. Displaying or transmitting Content that questions the impartiality of or otherwise denigrates a Major League umpire.

7. Displaying or transmitting Content that is derogatory or insensitive to individuals based on race, color, ancestry, sex, sexual orientation, national origin, age, disability, or religion, including, but not limited to, slurs, jokes, stereotypes or other inappropriate remarks.
8. Displaying or transmitting Content that constitutes harassment of an individual or group of individuals, or 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.

**Enforcement:** A Player who violates this policy may be subject to discipline for just cause by either his Club or the Commissioner in accordance with Article XII of the Basic Agreement.