BRITISH BASEBALL FEDERATION
COMMUNICATIONS OPERATIONS GUIDE
Operational guidance for BBF and club official accounts
Companion to the Code of Conduct

Document control

Status	Working draft for Board review
Governance layer	Operational guidance (Layer 3 / Layer 5 supporting)
Replaces (residual)	Operational elements of the retired BBF Social Media Policy
Behavioural content	See Code of Conduct, Section 10
Owner	BBF Secretary

1. Purpose

This Guide sets out how official BBF and club communications channels are administered. It is operational guidance, not a behavioural policy. The behavioural standards for use of social media and online platforms by individuals are set out in the Code of Conduct (Section 10) and apply to administrators of official accounts in the same way as to any other participant.

2. Scope

This Guide applies to:

- The BBF's official social media accounts and other digital channels (website, newsletters, email mailing lists);
- Affiliated club official accounts;
- League and competition accounts operated by BBF officers;
- Any other account that uses the BBF identity (logo, name or branding) or that represents the BBF or an affiliated club to the public.

3. Account ownership and authority

- Official accounts are the property of the BBF or the affiliated club, not of the individual administering them;
- Each official account has a named primary administrator and (where possible) a deputy. Both are responsible for the account's compliance with this Guide;
- New official accounts are created only with the prior approval of the BBF Secretary (for BBF accounts) or the club committee (for club accounts);
- Use of the BBF logo, name or identity on any account, channel or material requires authority from the BBF Secretary.

4. Credentials and access

- Account credentials are recorded in a secure central register maintained by the BBF Secretary (for BBF accounts) or by the club committee (for club accounts);
- Strong unique passwords are used and rotated on a defined cycle and upon any change in administrator;
- Multi-factor authentication is enabled wherever the platform supports it;
- Credentials are not shared via email or messaging tools. Access is granted by the administrator role on the platform itself;
- Personal email addresses or personal phone numbers are not used as the primary recovery contact on an official account.

5. Joiners, movers and leavers

- On joining as an administrator, the new administrator is given access through the platform and acknowledged in the central register. They confirm in writing that they have read this Guide and the Code of Conduct;
- On change of role, access is reviewed and unnecessary permissions are removed;
- On leaving the role, access is revoked promptly, credentials are rotated, and any BBF-related content stored on personal devices is returned or deleted.

6. Content standards

Content posted on official accounts must:

- Comply with the Code of Conduct;
- Be accurate, in good taste, and consistent with the BBF's role as a National Governing Body;
- Respect data protection and safeguarding requirements, including the consent regime for images of children;
- Be respectful of clubs, opponents, officials, partners and the public;
- Avoid commentary on live disciplinary or safeguarding matters and on individuals subject to an open process;
- Cite credible sources where reporting facts.

Content must not:

- Disclose confidential or personal information without consent;
- Include political or commercial endorsements without BBF Board authorisation;
- Engage in disputes, name-calling or retaliation against members of the public or other officials.

7. Moderation

The administrators of an official account are responsible for moderating engagement on that account. Reasonable steps include:

- Monitoring comments and replies in a timely manner;
- Removing comments that are abusive, discriminatory, threatening, defamatory, obscene or otherwise contrary to the Code of Conduct;

- Blocking persistent abusive users where appropriate;
- Reporting unlawful content to the platform and, where appropriate, to law enforcement.

8. Safeguarding online

All administrators must comply with the safeguarding requirements in the Code of Conduct (Section 10.3), the BSUK Safeguarding Policy and the BSUK Photography & Filming Consent Form. Particular attention is required when content involves minors. One-to-one messaging between official accounts and minors is not permitted; communications with minors are conducted through approved, transparent channels with parental knowledge.

9. Live incidents

Where an online incident occurs or develops on or in connection with an official account, the administrator should:

- Cease posting in relation to the matter immediately;
- Avoid further engagement, including indirect or implied responses;
- Notify the BBF Secretary;
- Preserve relevant content and evidence;
- Follow guidance provided rather than attempting to manage the situation independently.

10. Cookies and analytics

The BBF website's cookies and analytics are governed by the cookie banner published on the Site and the Privacy Policy.

11. Records and review

The central register of official accounts and administrators is maintained by the BBF Secretary. This Guide is reviewed periodically and on material change.

12. Cross-references

Code of Conduct (Section 10); IT Policy; Privacy Policy; Website Terms of Use; Integrity, Complaints and Grievance Framework; BSUK Safeguarding Policy.