

Major League Baseball Social Media Policy

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.

Coverage: This policy applies to all employees and independent contractors (hereinafter “Covered Individual”) of the 30 Major League Clubs (at both the Major and Minor League level), but does not apply to active players represented by the Major League Baseball Players Association (*i.e.*, 40-man roster players).

This policy controls the use of online and interactive media by Covered Individuals, including but not limited to profiles, commentary, writings, photographs, images, logos, and audio or video files (hereinafter, “Content”) posted on outlets including but not limited to Facebook, MySpace, Twitter, blogs, podcasts, message boards and websites (hereinafter “Social Media”).

Prohibited Conduct: The following conduct is prohibited for all Covered Individuals:

1. Displaying Content via Social Media that could be reasonably construed as an official public communication by any entity operated by Major League Baseball, including the 30 Major League Clubs (at both the Major and Minor League level), the Office of the Commissioner, MLB Enterprises, MLB Properties, MLB Productions, MLB Advanced Media, MLB Media Holdings, MLB Online Services, Major League Baseball Scouting Bureau, and the MLB Network (hereinafter referred to as “MLB Entities”).
2. Displaying any disparaging or false Content or Content that adversely affects the business interests or reputation of any MLB Entity or Covered Individual.
3. Use of the name or nickname of any MLB Entity, or derivative thereof, in a Social Media site URL, page title, username or I.D.
4. Displaying any Content containing an MLB Entity’s logo, mark, or written, photographic, video, or audio property.
5. Displaying confidential or proprietary information of any MLB Entity or Covered Individual, including but not limited to financial, medical or strategic information.
6. Linking to the website of any MLB Entity on any Social Media outlet.

Exemption: Only Covered Individuals given express permission by the Commissioner or President & Chief Operating Officer of Baseball to use Social Media on behalf of an MLB Entity and displaying Content on Social Media in that capacity are

exempt from Sections (1), (3), (4) and (6) of this policy. The prohibitions set forth in Sections (2) and (5) of this policy shall not be subject to any such exemption.

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.