

SOCIAL MEDIA POLICY



Purpose

Social Media offers people the opportunity to create, share and exchange information and ideas in virtual networks and communities online.

This policy is intended to provide the framework which regulates the acceptable use of social media by playing members, committee members and social members of the Southern River Hockey Club (SRHC).

SRHC's view on social media is that it can assist with on and off field engagement, however all members of the SRHC need to be aware of how they interact and engage when using social media.

It is important for SRHC members to remember that social media platforms are public forums. SRHC members should not make the assumption that the comments or materials that they post on social media are private.

Electronic communication is essential for sharing SRHC news and information with our members. Our communication will be timely, appropriate and related to SRHC business.

The policy protects the interests of SRHC members and the SRHC. It ensures those SRHC members whose use social media for SRHC related information, or in a personal capacity must understand SRHC's expectations where the social media engagement is about the SRHC, its teams, its playing members or the members of the Committee.

Given the uptake of social media and its development, this policy will be reviewed regularly to ensure it remains relevant and applicable.

Social Media

Social media includes, but is not limited to:

- Social networking sites, such as Facebook, LinkedIn, Yammer where users connect with each other, and share content:
- Micro blogging sites such as Twitter and Tumblr:
- File sharing sites such as YouTube, Instagram, Picasa and Flickr where users can upload and share videos, etc:
- Blogging sites such as Wordpress, etc:
- Forums and Discussion boards such as Yahoo! Ad Google Forums;
- Online encyclopaedias such as Wikipedia and
- Any other websites that allow individual users or companies to use simple publishing tools

What We Will Do

We use a range of electronic tools to communicate with our members.

Our communication will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment do not occur.

A Social Media Coordinator will be appointed to provide accountability and control over material published on our SRHC's website and any related discussion groups or social media websites, such as Facebook, YouTube and Twitter.

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Website

- Our website will include current information on competitions, social events, committees, policies, constitution, rules and by-laws.
- No offensive content or photos will be published.
- If we intend to publish a photo of a child, we will first seek permission from his or her parents and take care not to provide identifying information.
- We will seek feedback from members to improve the information available on the site.

TeamApp

- TeamApp will provide training schedules, fixtures and live updates to member's mobile devices.
- Contains event details and the ability to post live scores to all members.
- No offensive content or photos will be published on TeamApp.

SMS and Email

- Committee members, coaches and team managers may use SMS and email to provide information about competition, training, SRHC sanctioned social events and other SRHC business, however:
- SMS messages should be short and about SRHC/team matters
- Email communication will be used when more information is required
- Communication involving children will be directed through their parents.

Social Media Websites

- We treat all social media postings, blogs, status updates and tweets as public 'comment'.
- Postings (written, photos or videos) will be family-friendly and feature positive SRHC news and events.
- Posting of match results and fixtures from all teams
- No personal information about our members will be disclosed.
- No statements will be made that are misleading, false or likely to injure a person's reputation.
- No statements will be made that might bring our SRHC into disrepute.
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site.

What we ask you to do

We expect our members and committee members to conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites connected to the SRHC.

Electronic communications can be seen to be Facebook, Twitter, LinkedIn, Instagram, Tumblr, Youtube, TeamApp, Snapchat, or any other website that is considered to be public and of a blogging nature.

Electronic communication:

- Should be positive when discussing the SRHC
- Must not offend, intimidate, humiliate or bully another person
- Must not offend, intimidate, humiliate or bully another hockey club
- Must not be misleading, false or injure the reputation of another person

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- Should respect and maintain the privacy of members
- Must not bring the SRHC into disrepute.
- Must not be negative towards the SRHC or any member of the SRHC.
- If a negative comment is made, all members must refrain from commenting on such comments.

Members of the SRHC Executive Committee and General Committee should not be making comment on any negative comment and must report the comment to the Social Media Coordinator.

Coaches and others who work with children and young people must direct electronic communication through the child's parents.

Examples

Examples of behaviour which the SRHC deems acceptable and behaviour that may be in breach of this policy.

Acceptable:

- Commenting positively on a picture posted on the SRHC's Facebook page about the achievement of a player making a state team.
- Engaging positively in a conversation with your friends online about a hockey game on the weekend.

Unacceptable:

- Posting derogatory, offensive or inappropriate, threatening or hateful comments about a SRHC member, SRHC team, SRHC committee member, a club outside of SRHC, a player from another team and any official from Hockey WA.
- Posting any comments that can be perceived to be bullying, harassment or an attack on an individual or collective group
- Posting photos or video in a derogatory, offensive or inappropriate manner that contains the SRHC gear or logo of the SRHC.

Non-compliance

Members will face disciplinary action for sending inappropriate electronic communication or posting online content or comments that can be seen to be or perceived to harass, offend, intimidate or humiliate another member.

Under certain circumstances, cyber bullying (e.g. bullying that is carried out, perceive or otherwise through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police.

In addition, members who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation*.

Defamation is the act of publishing information the effect of which is to lower the reputation of the (defamed) person or company in the eyes of the public at large.

POLICY ADOPTED January 2015

POLICY REVIEWED January 2017

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