

CCHA Social Media Policy



1. Overview and purpose

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member-based organisation, Central Coast Hockey Association (CCHA) recognises the benefits of social media as an important tool of engagement and enrichment for its members. CCHA welcomes comments, ideas, and insights from its hockey community. Social media is now part of everyday life for a growing number of people and is evolving the way we communicate. It is an important tool that when used appropriately increases the visibility of the Association.

It is important that the reputation of CCHA is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.

When someone clearly identifies their association with CCHA, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with CCHA's stated values and policies, including the Code of Conduct.

This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by CCHA members or staff where the CCHA member or staff member makes no reference to CCHA or related issues.

2. Coverage

This policy applies to all persons who are involved with the activities of CCHA, whether they are in a paid or unpaid/voluntary capacity and including:

- members, including life members of CCHA
- persons appointed or elected to committees and sub-committees
- employees of CCHA
- support personnel, including managers, sport trainers and others
- coaches and assistant coaches
- referees, umpires and other officials.

3. Scope

This policy covers all forms of social media. Social media includes, but is not limited to, such activities as:

- maintaining a profile page on social or business networking sites (such as LinkedIn, Instagram, Facebook, Shutterfly, or Twitter)
- content sharing, including sites such as Flickr (photo sharing) and You Tube (video sharing)
- commenting on blogs
- taking part in online votes and polls or

CCHA Social Media Policy



-
- taking part in conversations on public and private web forums (message boards).

4. Policy

- (a) The internet is not anonymous, CCHA members and staff should assume that everything they write can be traced back to them.
- (b) Honesty is always the best policy, especially online. It is important that CCHA members think of the internet as a permanent record of online actions and opinions.
- (c) When using the internet for professional or personal pursuits, all members must respect the CCHA brand and follow guidelines in place to ensure CCHA's intellectual property or its relationships with sponsors and stakeholders is not compromised or the organisation is brought into disrepute.
- (d) Protect your personal privacy and that of others by not including personal information about yourself or others in your posts.
- (e) Represent your own views and not impersonate or falsely represent any other person.
- (f) Ensure you are not abusive and do not harass or threaten others.
- (g) Do not make defamatory or libellous comments.
- (h) Do not use offensive, obscene, insulting, provocative or hateful language.
- (i) Show courtesy and respect for others and their opinions at all times.
- (j) Always use social media network forums to add value to and promote CCHA in a positive way.
- (k) Such use must not comment on, or publish, information that is confidential or in any way sensitive to CCHA, its affiliates, partners or sponsors; and
- (l) Such use must not bring the organisation or HNSW or any other affiliates into disrepute.

Furthermore, outside of official club sponsorship CCHA members and staff may not use the CCHA brand to endorse or promote any product, opinion, cause or political candidate; and it must be abundantly clear to all readers that any and all opinion shared are those of the individual, and do not represent or reflect the views of CCHA.

5. Online usage guidelines for those representing CCHA on social media

If you are authorised to represent CCHA through social media or if you intend to discuss issues linked to CCHA we expect you to follow these guidelines.

- (a) Only those authorised by CCHA's committee have permission to represent the organisation through social media. If you do not have authority then you must not imply that you are in any way authorised to speak on behalf of CCHA.
- (b) If expressing your own views and opinions about CCHA, or hockey, please use a disclaimer. An example of a disclaimer is: "The views expressed in this post are mine only and do not necessarily reflect the views of CCHA."
- (c) Please be aware that it is very easy for CCHA to track and identify the source of any comments in the social media environment. If you make comments that contravene these guidelines the issue will be escalated as required.

CCHA Social Media Policy



- (d) If you are unsure of answering a question directed at you, please do not answer, but instead respond with: 'That's a good question. Let me check and I'll get back to you as quickly as I can.' Please then contact the committee to receive further guidance.
- (e) Please be aware that it is very difficult to take back or remove any comments from the social media environment. Please be certain that your comments will not be damaging to any parties. 6. Please do not respond directly to any media enquiries you receive online. Please refer any media to the committee.
- (f) If you do make a mistake in the social media environment (i.e. accidentally posting inaccurate information) please notify the committee as soon as possible; they will advise on the best course of action.
- (g) Please ensure you are not the first to make any CCHA announcement unless you have received appropriate approval from the committee.
- (h) Do not include CCHA trademarks or logos in your postings.

6. Breach of Policy

CCHA monitors online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to the committee.

If an inappropriate comment is posted that defames or is abusive, contact the committee immediately. Authorised CCHA representatives will be instructed to hide and report inappropriate content posted to official CCHA sites as soon as it is noticed or reported. Authorised CCHA representatives will also be required to take a screenshot/copy of all inappropriate content prior to removing, as potential evidence.

If detected, a breach of this policy may result in a disciplinary action from CCHA. This may include:

- being barred from using the page
- verbal or written warning
- suspension
- termination of membership or engagement with CCHA in a serious case.

A breach of this policy may also amount to breaches of other policies, with potential further consequences.

7. Review, Additions or Amendments

This policy will be reviewed and evaluated on an as-needs basis. Recommendations for changes can be submitted at any time to the committee. If a change is consequently required, this will then be tabled for discussion at the next committee meeting. All changes to policy will be communicated and the revised policy made available on the CCHA website.

Authorisation

President..... Date:.....