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**MK-POL002**

## **SOCIAL MEDIA POLICY**

**FEBRUARY 2016**

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### **Purpose**

Social media provides an opportunity for people to gather in online communities of shared interest and create, share or consume content. Hockey SA recognises the benefits of social media as an important tool to engage and inform members and enrich our sport.

Hockey SA welcomes constructive comments, ideas and insights from the hockey community. Members need to be mindful that inappropriate comments or posts on social media, albeit at times unintended or without a proper understanding, can cause others to take offence and is difficult to retract.

Hockey SA and its affiliated associations and clubs are respected organisations with long and rich histories. As contributors of content in an online environment, we all play an important role in promoting the sport of hockey in a favourable light.

When identifying Hockey SA members and affiliates (affiliated clubs/associations, staff, umpires, officials, coaches, managers, state teams, volunteers and any individual who is a member of Hockey SA) in any social media posts, individuals are expected to express themselves appropriately in ways that are respectful and serve in the best interest of the sport.

It is important that Hockey SA's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any contact that might reference the organisation or imply reference to the organisation.

Hockey SA's social media outlets can be found through the following links on the respective pages:

Facebook – [hockeysouthaustralia](#)

Twitter – [@Hockey\\_SA](#)

Instagram – [hockeysaofficial](#)

You Tube – [Hockey South Australia](#)

Snapchat – [HockeySA](#)

LinkedIn – [Hockey South Australia](#)

Hockey SA is committed to supporting the right to interact knowledgeably and socially via social media platforms. This policy is not designed to restrict fair comment and criticism, but it is designed to ensure fair play in making those comments and criticisms.

The guidelines outlined within are in place to help guide respectful and knowledgeable online interaction and/or hockey members and affiliates. It also protects the privacy, confidentiality and interests of past, current and potential athletes.

Please be aware this Policy does not apply to personal pages regarding content disassociated with hockey and/or hockey members & affiliates. However, this policy **does** come into effect where reference is made to Hockey SA members and affiliates even if made on personal pages.

When posting or commenting on social media, defamatory comments can also be subject to legal action by a person who alleges that they have been defamed. Members and affiliates should have regard to this when posting on social media.

## **Scope**

This policy applies to Hockey SA members and affiliates.

It covers all forms of electronic communications and social media. Electronic communications and social media include, but are not limited to:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, Google +, Twitter or MySpace)
- Content sharing including Instagram (photo sharing), YouTube, Snapchat and Vimeo (video sharing)
- Commenting on blogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications
- Taking part in conversations on public and private web forums (message boards)
- Editing a Wikipedia page.

The intent of this policy is to include anything posted online or communicated electronically where information shared might affect members and affiliates, sponsors or Hockey SA as an organisation.

## **Expectations of members and affiliates**

Hockey SA members and affiliates using electronic communications or social media must not:

- include, or link to defamatory or harassing content.
- use offensive, provocative or hateful language.
- post provocative or sexual images.
- make threats of any kind to other users
- post comments or images containing any alcohol or drug reference.
- bring the organisation into disrepute
- engage in cyber bullying
- unfairly criticise Hockey SA members and affiliates
- comment on, or publish information that is confidential or in any way sensitive to Hockey SA members and affiliates
- unfairly criticise Hockey SA partners or sponsors.

For Hockey SA athletes, coaches and support staff using electronic communications or social media, such use must:

- not release sensitive and/or confidential information prior to gaining approval from the CEO or delegate

- not make comment on players, team tactics/morale, coaching decisions or umpires that disparage or may cause offence
- not be used to negatively impact a SA state team or Hockey SA in any way
- follow usage rules and boundaries as outlined for that particular national championship established by the state team coach/manager.

A failure to adhere to any or all of these expectations is a breach of this social media policy.

## **Guiding Principles**

The following principles are guidelines for how members and affiliates are recommended to conduct themselves on social media:

1. The web is not anonymous. Users should assume that everything they write/share can be traced back to them.
2. Honesty is always the best policy. It is important that users think of the web as a permanent record of online actions and opinions.
3. Please be aware that it is very difficult to take back or remove comments from the social media environment.
4. Please ensure that your comments will not be damaging to any parties.
5. Be sensitive to sharing personal content of others when consent has not been sought. If asked, content must be removed if the person concerns requests them to do so.
6. Under no circumstance should offensive comments be made about Hockey SA members and affiliates.
7. When using the internet for professional or personal pursuits, users must respect the Hockey SA brand and follow the guidelines in place to ensure Hockey SA's intellectual property or its relationships with sponsors and stakeholders is not compromised, or the organisation is brought into disrepute.
8. Protect your personal privacy and that of others by not including personal information about yourself or others in your posts.
9. Never post a photo of a child or young person without permission from the child's parent or guardian.
10. Ensure you are not abusive and do not harass or threaten others.
11. Do not make defamatory or libellous comments.
12. Avoid making statements which could cause public debate and bring unnecessary negative attention to the sport or organisation.
13. Do not use offensive, insulting, provocative or hateful language.
14. Show courtesy and respect for others and their opinions at all times.
15. Utilise social media networks and forums to add value and promote hockey in a positive way.

## **Branding and Intellectual Property (IP)**

It is important that any trademarks belonging to Hockey SA, member clubs and associations, sponsors, and supporters are not used in personal social media applications, except where such use can be considered incidental – (where incidental is taken to mean “happening in

subordinate conjunction with something else.”). Trademarks include: Hockey SA logos (Only Hockey SA has the right to use their logos in any form, including on social media) unless express permission is granted.

## **Breach of Policy**

Hockey SA continually monitors online activity in relation to the organisation and its staff, members, volunteers and supporters. Allegations of a breach of this policy should be reported to Hockey SA.

If an inappropriate comment is posted that defames or is abusive, contact the Hockey SA CEO immediately. Staff will be instructed to hide/delete or report such content posted to official Hockey SA sites as soon as it is noticed or reported. Staff will also screen capture the inappropriate content prior to its removal, as potential evidence.

A failure to adhere to any or all of the above Expectations is a breach of this policy and, if detected, may result in disciplinary action from Hockey SA. A breach of this policy may also amount to breaches of other Hockey SA policies and contracts. This may involve a verbal or written warning or in serious cases, termination of employment or engagement with Hockey SA.

For alleged breaches on a Hockey SA social media page, the individual may be blocked from using that page, and may be reported to the social media provider depending on severity of the breach.

Minor alleged breaches by an individual will be notified in writing to the respective club/association for the club/association to take their own disciplinary actions (e.g. club fine or suspension). If Hockey SA is not satisfied with the actions taken by the club/association, then Hockey SA may refer the matter to a commissioner in accordance with the process herein for repeated or more severe breaches.

Repeated or more severe breaches and breaches by a club/association Committee Member will be referred to a Hockey SA commissioner in accordance with Clause 15 of the Hockey SA Regulations.

The commissioner shall have the following powers against any person or club/association who has in the opinion of the commissioner breached this policy, contravened the rules of the game of hockey, brought the game of hockey into disrepute or failed to comply with any order or direction of the commissioner:

- to suspend any person from playing in a game of hockey, acting as a coach of a team or acting as a team official for any period; and/or
- impose a fine not exceeding \$2,000.

Breaches of policy by a club/association committee member will be treated as a breach by the club/association with any penalties to be applied to the club/association. In addition to those penalties listed above, penalties applied by the commissioner to a club may also include a reduction in premiership points for the highest division male & female teams.

Following a Hearing, the individual/s shall have the right to appeal in accordance with Clause 9.6 (Appeal) of the Metropolitan Competition Rules.

## **Review of policy**

The Board of Hockey SA will review this policy annually or as often as it determines necessary and will make any changes it determines necessary or desirable.

**Access to the policy**

This policy will be available for viewing by any member of Hockey SA through its website or a copy will be provided upon request.