



# Toorak East Malvern Hockey Club

---

## **SOCIAL MEDIA POLICY**

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, TEM Hockey Club recognises the benefits of social media as an important tool of engagement and enrichment for our members. We welcome 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 sport.

HV, its affiliates, associations and clubs have long histories and are highly respected organisations. It is important that the reputation of these organisations is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.

Through this policy the TEM Hockey Club seeks to maintain the integrity and reputation of the Club. Only the Club's specifically appointed delegates, which includes the Communications Officer, are authorised to post to the Club's official social media accounts. When posting to their own accounts about activities at TEM, the Club asks that members ensure that content is factually accurate and avoids any disrespectful, obscene or defamatory language towards other members, officials, opposition or spectators.

## **GUIDING PRINCIPLES**

This policy aims to provide some guiding principles to follow when using social media.

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

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, Twitter, or MySpace)
- Content sharing include Flickr, Instagram, SnapChat (photo sharing) and You Tube (video sharing)
- Commenting on blogs for personal or business reasons
- Leaving products or service reviews on retailer sites, or stakeholder review sites
- Taking part in online votes and polls
- Taking part in conversations on public and private web forums (message boards)
- Editing a Wikipedia page.

This policy does not apply to the personal use of social media platforms by members where the member makes no reference to Hockey Victoria, TEM or related issues. The intent is to include anything posted online where information is shared that might affect members, colleagues, stakeholders, sponsors or HV as an organisation.

Members are asked to be mindful of the following principles:

1. The web is not anonymous, members should assume that everything they write can be traced back to them.
2. The boundaries between a member's profession, volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do in a professional capacity and what they do, think and say in their capacity as a volunteer for HV, their club or association.
3. Honesty is always the best policy, especially online. It is important that members think of the web as a permanent record of online actions and opinions.
4. When using the internet for professional or personal pursuits, all members must respect the TEM Hockey Club brand and follow guidelines in place to ensure the club's intellectual property or its relationships with sponsors and stakeholders is not compromised or the organisation is brought into disrepute.
5. Protect your personal privacy and that of others by not including personal information about yourself or others in your posts.
6. Represent your own views and not impersonate or falsely represent any other person.
7. Ensure you are not abusive and do not harass or threaten others. Do not make defamatory or libellous comments, and do not use offensive, insulting, provocative or hateful language.
8. Show courtesy and respect for others and their opinions at all times.
9. Always use social media network forums to add value and promote hockey in a positive way.

In particular, social media activity including, but not limited to, postings, blogs, status updates and tweets:

- Must not contain material which is, or has the potential to be, offensive, aggressive, defamatory, threatening, discriminatory, obscene, profane, harassing, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate;
- Must not contain material which is inaccurate, misleading or fraudulent
- Must not contain material which is in breach of laws, court orders, undertakings or contracts
- Should respect and maintain the privacy of others
- Should promote the sport and club in a positive way.

Failure to adhere to this policy may lead to disciplinary action from the Club up to and including cancellation of membership.

Resources:

Hockey Victoria Social Media Policy

<https://cdn.revolutionise.com.au/cups/vichockey/files/hk7zrowktg8drasb.pdf>

Play By The Rules

[www.playbytherules.net.au/resources](http://www.playbytherules.net.au/resources)

May 2021