



Mansfield Hockey Club – Social Media Policy

Policy overview and purpose

This policy assists to establish a culture of openness, trust and integrity in all online activities related to Mansfield Hockey Club.

This policy contains Mansfield Hockey Clubs guidelines for engagement in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

Coverage

This policy applies to all persons who are involved with the activities of Mansfield Hockey Club in any capacity and including:

- Members, including life members of Mansfield Hockey Club
- Persons appointed or elected to Mansfield Hockey Club Committee
- Coaches and assistant coaches;
- Players
- referees, umpires and other officials;

Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Whatsapp, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. An officially designated individual representing Mansfield Hockey Club on social media; and
2. If you are posting content on social media in relation to Mansfield Hockey Club

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to Mansfield Hockey Club or its business, competitions, teams, participants, events, sponsors, members or reputation.



Guidelines

You must adhere to the following guidelines when using social media related to Mansfield Hockey Club or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

For Avoidance of Doubt:

All members of Mansfield Hockey Club are expected to act as an ambassador to the club whilst conducting themselves on social media. Any post or shared content on social media that is directly or indirectly seen as offensive or disrespectful to other club members, other teams & clubs and umpires that undoubtedly affects the reputation of Mansfield Hockey Club will be seen as a disciplinary action under Mansfield Hockey Club's discipline policy and will be dealt with under an investigation conducted by the committee.

Use common sense

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for Mansfield Hockey Club

Protecting your privacy

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of Mansfield Hockey Club's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of the club.

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

Complying with applicable laws

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.



Discrimination, sexual harassment and bullying

The public in general, and Mansfield Hockey Clubs community, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.