

OLD CANBERRANS HOCKEY CLUB INC



SOCIAL MEDIA POLICY

POLICY OVERVIEW AND PURPOSE

Social media is changing the way we communicate.

This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. This policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved. It also details the procedure for submitting suggested content to post on Old Canberrans Hockey Club (OCHC) authorised social media accounts as per Attachment 1.

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

This policy contains OCHC guidelines for the OCHC community to engage 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 the Social Media Coordinators.

UNDERLYING PRINCIPLES

The Social Media Policy seeks to address all issues relating to OCHC social media, with the overarching aim of establishing professionalism and trust within the hockey and wider community, displaying OCHC's dedication to hockey, promotion of our sponsors and partners, and most importantly, protecting OCHC members. This policy complements OCHC's core values:

OUR VISION: To be a destination club for boys, girls, men, and women who want to play hockey well and enjoy the game in a sporting and sociable way.

Our members and corporate partners will know us as financially and administratively reliable and efficient. Our coaches and officials will know that we value their expertise and support them in the execution of the duties they have taken on voluntarily.

OCHC Incorporated exists for men and women, boys and girls to play hockey. It operates under a constitution registered with the ACT Government.

It is a member club of Hockey ACT (HACT). Through HACT, the local association of hockey clubs, it is linked to Hockey Australia (HA), the national governing body for field and indoor hockey, which in turn reports to the International Hockey Federation (FIH).

The OCHC Social Media Coordinator(s) is responsible for all matters related to this policy.

COVERAGE

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

- members, including life members of OCHC;
- persons appointed or elected to its committees and sub-committees;
- members of the OCHC Executive;
- support personnel;
- coaches and assistant coaches;
- athletes;
- referees, umpires and other officials;
- all persons who use or participate in OCHC media communication.

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, etc.)
- Video and photo sharing websites or apps (e.g. Tik Tok, YouTube, Instagram, Flickr, Vine, etc.)
- Blogs and micro-blogging platforms (e.g. Tumblr, WordPress, Blogger, etc.)
- Review sites (e.g. Yelp, Urban Spoon, etc.)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc.)
- Online encyclopedias (e.g. Wikipedia, etc.)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc.)
- 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 OCHC on social media; and
2. if you are posting content on social media in relation to OCHC that might affect OCHC's business, products, services, events, sponsors, members, or reputation.

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 OCHC or its business, competitions, teams, participants, products, services, events, sponsors, members, or reputation. However, any misuse by you of social media in a manner that does not directly refer to OCHC may still be regulated by other policies, rules, or regulations of OCHC.

USING SOCIAL MEDIA IN AN OFFICIAL CAPACITY

You must be authorised by the OCHC Social Media Coordinator(s) and the OCHC committee before engaging in social media as a representative of OCHC.

Given the increased number of laws surrounding publishing on social media, the required compliance under this Social Media Policy and the general privacy concerns associated with publishing on social media, OCHC will only authorise 1-2 individuals to fill the role of Social Media Co-ordinator.

As a part of the OCHC community you are an extension of the OCHC brand, it is important to always represent OCHC appropriately online.

GUIDELINES

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

Use common sense

If you are unsure as to whether to share content the content, seek advice from the OCHC Committee 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 OCHC.

Protecting your privacy

Be smart about protecting the privacy of OCHC members including your own privacy.

The only content that should be posted online regarding OCHC should be content that any member of OCHC would feel comfortable with being shared.

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

Honesty

Your honesty - or dishonesty - may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. OCHC recommends erring on the side of caution - if in doubt, do not post or upload.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online could be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

Use of disclaimers

Wherever practical, include a prominent disclaimer stating whom you work for or are affiliated with (e.g. member of Old Canberrans Hockey Club) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but do not count on it to avoid trouble - it may not have legal effect.

Respect confidentiality, sensitivity and consent

When using social media, you must maintain the privacy of OCHC's confidential and personal information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of OCHC. You should be considerate of others.

Within the scope of your authorisation by OCHC, you may talk about OCHC but it is not okay to publish confidential information of OCHC. Confidential information includes things such as details about litigation, personal information, details about sponsorship agreements, unreleased product information and unpublished details about our team, coaching practices, financial information.

Consent must be obtained before posting a picture of an individual. This is done at time of player registration whereby players will tick "yes" or "no" to giving consent to post their picture. This list can be obtained at the beginning of each season by emailing the OCHC Committee. This list should be updated at the half way mark of the season to ensure any updates are received.

If content is posted, and an OCHC member requests deletion of specific content due to concern for privacy or other related personal concerns, the Social Media Coordinator should delete this content.

Additional caution must be taken when posting images of minors, with the best practice being to seek parental or guardian consent at the time the image is taken, as well as at the time of registration.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image.

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.

Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and OCHC's own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

Discrimination, sexual harassment and bullying

The public in general, and OCHC's members, 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.

When using social media, you may also be bound by OCHC's values and Anti-Discrimination, Harassment and Bullying Policy.

Avoiding controversial issues

Within the scope of your authorisation by OCHC, if you see misrepresentations made about OCHC in the media, you may point that out to the relevant authority within the club. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

Dealing with mistakes

If OCHC makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so (where necessary). If someone accuses OCHC of posting something improper (such as their copyrighted material or a defamatory comment about them), consult with the OCHC Committee as soon as possible.

Conscientious behaviour and awareness of the consequences

Keep in mind that what you write is your responsibility, and failure to abide by this Social Media Policy may result in cancellation of your registration or OCHC membership, and withdrawal of access (if relevant) to OCHC social media accounts.

You should always follow the terms and conditions for any third party sites in which you participate.

Branding and intellectual property of Old Canberrans Hockey Club

You must not create either an official or unofficial OCHC presence using the organisation's trademarks or name without prior approval from OCHC.

You must not imply that you are authorised to speak on behalf of OCHC unless you have been given official authorisation to do so by the OCHC Committee Members.

Where permission has been granted to create or administer an official social media presence for OCHC, you must adhere to the OCHC Branding Guidelines.

POLICY BREACHES

Breaches of this policy include but are not limited to:

- Using OCHC's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative, or hateful language.
- Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game.
- Posting or sharing any content in breach of OCHC's anti-discrimination, racial discrimination, sexual harassment, or other similar policy.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing OCHC, its affiliates, its sport, its officials, members, or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

Breach of this or other policies or laws

If you notice inappropriate or unlawful content online relating to OCHC or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

Contact the OCHC Social Media Coordinator(s) in the first instance, or if that is not appropriate, contact the OCHC Committee with your concern.

Further information about reporting breaches:

- For a complaint about the misuse of social media relating to a match or competition that occurs either prior to, during, or after a game; refer to OCHC Social Media Coordinator(s) in the first instance, or if that is not appropriate, contact the OCHC Committee with your concern.
- For a complaint about the misuse of social media that is general in nature and/or ongoing and does not apply to a particular game; refer to OCHC Social Media Coordinator(s) in the first instance, or if that is not appropriate, contact the OCHC Committee with your concern.

Alleged breaches of this social media policy may be investigated by the OCHC Committee, and where it is considered necessary, OCHC may report a breach of this social media policy to police.

Depending on the circumstances, breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the OCHC Member Protection Policy.

Members of OCHC who breach this policy may face disciplinary action up to and including termination of association in accordance with OCHC's Member Protection Policy or any other relevant policy.

Attachment 1: Process for submitting content to the Social Media Coordinator(s)

1. OCHC members are encouraged to send through content (pictures, videos and other media) to the OCHC Committee inbox (or other email as directed by the OCHC Committee), or via direct message on Facebook, Instagram or other official OCHC social media accounts.
2. The Social Media Coordinator(s) will determine what content is posted to the OCHC social media, and will assess the content submitted on the quality of the content, the frequency of posting from the OCHC social media accounts, the intent of the content and any other factors they deem appropriate.
3. If there are any issues with the social media accounts or content published on behalf of OCHC, the Social Media Coordinator(s) must be consulted and included in the resolution of such issues.
4. The OCHC Social Media Coordinator(s) must:
 - a. aim to respond promptly to any enquiries, requests or submissions;
 - b. commit to an equal representation of OCHC across posts on social media (i.e. representation of juniors, seniors, lower grades, higher grades and other volunteer representation).
5. If the OCHC Social Media Coordinator receives a query or concerns that extends beyond their role as Social Media Coordinator, the OCHC Committee must be consulted and informed.
6. If the OCHC Social Media Coordinator or any other authorised user, identifies a breach of this policy, they must:
 - a. Notify the OCHC Committee;
 - b. Hide and report any infringing comment, post or other relevant publication;
 - c. Keep appropriate evidence of the issues by way of screenshot or other appropriate method.
7. In the event the OCHC Committee are not satisfied with the performance of the Social Media Coordinator(s), they may withdraw their access to the OCHC accounts and replace the Social Media Coordinator(s).