



Social Media Policy

Approval: Nightcliff University Tigers Hockey Club Committee
Date: March 2016
Date for Review: End of season 2016

Policy Statement

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. Tigers Hockey Club recognises the benefits of social media as an important tool of engagement and enrichment for the Clubs' members and stakeholders of our organisation. In fact the Club has sites engaged in the promotion of our club and the sport. However, it is important that Tigers Hockey Club and its members are not tarnished by anyone using social media inappropriately in relation to content that references the organisation, staff, volunteers and stakeholders.

When a member of our Club clearly identifies their association with the Club they are expected to behave and express themselves appropriately according to the values and Codes of Conduct enforced by Hockey Australia.

Purpose

This policy has the purpose of providing guidelines for the use of social media for members associated with the Tigers Hockey Club. It applies to all Club junior and senior players, members, families, officials and at any events that the Club may hold.

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 Facebook, Twitter, MySpace, Shutterfly or LinkedIn.
- content sharing for either photos or videos (YouTube, Instagram)
- leaving product or service reviews on retailer sites or customer review sites
- taking part in online votes and polls
- taking part in conversations on public and private web forums and message boards
- editing a Wikipedia page

Intent

The intent of this policy is to include anything posted online, where information is shared, that may affect members, staff, volunteers, sponsors and stakeholders of the Club. The well-being, of the above mentioned, must also be considered.

Guiding Principles

The web is not anonymous. Tigers Hockey Club members should assume that everything they write can be traced back to them.

Due to the nature of our sport, volunteer time and personal time can be impacted and it is therefore essential that members make a clear distinction between what they say and do in a professional capacity for Tigers Hockey Club.

The web is a permanent record of online actions and opinions.

All members should respect the sport, its brand and relationships to sponsors and stakeholders so that the Club is not brought into disrepute.

Tigers Hockey Club members must not refer or link to libellous, defamatory or harassing content.

Tigers Hockey Club members must not comment on or publish information that is confidential or in any way sensitive to the Club, its associates, partners or sponsors.

Any logos belonging to Tigers Hockey Club or its affiliate organisation(s) must not be used in personal social media applications. Permission to use government and sponsor logos should be obtained from the appropriate authority or business.

When utilising Tigers official websites, blogs and online forums:

- care should be taken that official information endorsed by the committee only is used
- photographs of minor children can only be used with the written permission of the child's parent and/or guardian
- posts may not contain links to pornographic or indecent content
- sites with pop up advertising must be monitored by the nominated webmaster

Consideration Towards Others

Consideration and care must be taken when using social networking sites in relation to photos, videos and comments to be shared with thousands of other users. It may not be appropriate to share information in this way as inappropriate or disparaging content and information stored or posted may damage the Club, a player, member or family's reputation.

The Committee request that:

- from any private event or function, photographs not be used without the consent of the person(s) involved
- members not post information or content relating to the Club unless consent has been sought and given by the Committee of Tigers Hockey Club
- members remove information about another person(s) if that person(s) asks them to do so
- members must not post offensive comments about others (albeit coaches, officials, team mates, members and opponents) on social media sites
- unless authorised by the Committee, any comments made by a member of the Club must contain a disclaimer that they are not representing Tigers Hockey Club and do not have the authority to speak on behalf of the Club nor that they express/represent the views of the Club

Breach of this Policy

Media sites are monitored by the Committee in relation to the Club and its members. Detected breaches of this policy must be reported to the Committee through contact with the Club President or Secretary.

If a breach of this policy is detected, Tigers Hockey Club Committee may:

1. Give a written warning for a first offence
2. Resort to disciplinary action (suspension, termination of membership) for a subsequent offence
3. And/Or, refer the matter to the appropriate authorities (Hockey NT, NT Police)

Advice to Members

This policy has been developed to provide guidance and education to the Tigers Hockey Club members and volunteers. The well-being of all people involved in our Club and the sport in the Northern Territory is of the utmost priority.