



ALTONA
HOCKEY CLUB

**SOCIAL MEDIA POLICY
OF THE
ALTONA HOCKEY CLUB, INC**

Rationale

The Altona Hockey Club Inc., Sugargum Drive, Altona (or AHC) recognises the growing involvement of social media within our community and its increasing use for communication for and on behalf of our club, between players and members and throughout the wider hockey community. Social media has become an important facet of promoting the AHC and forms part of the AHC Strategic Plan 2016-20.

Who is affected by this policy

This policy applies to:

1. AHC members who use social media
2. Individuals posting/participating on AHC social media sites
3. Individuals using and maintaining social media on behalf of the AHC

Timing

This policy is effective from 1st May 2017.

In this policy, unless otherwise defined:

“Club” Means the Altona Hockey Club Incorporated.

“Associate” Means someone other than a player, member or sponsor who accesses and/or contributes to AHC’s social media.

Guidelines for social media

The AHC supports inclusive, respectful and appropriate use of social media. This policy aims to provide guiding principles to follow when using social media associated with the Club.

This policy covers all forms of social media. Social media includes, but is not limited to:

- Social Networking sites (eg. Facebook, Twitter, etc.);
- Photo or video sharing sites (eg. Youtube, Flickr, etc);
- Forums and discussion boards; and
- Blogging or content publishing websites.

The intent of this policy is to encompass any online interaction where information is shared that might affect members, players, families, sponsors or associates of the Club.

While the AHC understands the nature of social media may result in discussions that reach far beyond the intended purpose of the initial communication, the Club will not tolerate individuals posting views that are in any way offensive, derogatory, defamatory or which may be considered disrespectful or a form of bullying.

Social media users must be aware that any comment posted on a personal or AHC social media site may be viewed by members of the broader hockey community, including those affiliated with other clubs, Hockey Victoria, Hockey Australia, government organisations, councils, sponsor organisations or the wider media.

Instances of inappropriate behaviour on social media will be escalated to the AHC Board for review, and serious issues may result in referral to the appropriate authorities. Any such instance of will be addressed in line with the provisions set out in the AHC Acceptable Behaviour Policy.

This policy is broken into three sections:

Section A: Guiding principles for AHC members' general use of social media

Section B: Information for all individuals posting/participating on AHC social media sites

Section C: Information for individuals using and maintaining social media on behalf of the Club

Section A: Guiding principles for AHC members' general use of social media

1. Show courtesy and respect for others and their opinions at all times while representing, or affiliating with, the AHC.
2. Be mindful that your online conduct has the capacity to enhance or diminish the reputation of the Club. This applies in any online interaction, but particularly those which may be viewed by other members of the hockey community.
3. Avoid making, or associating yourself with, comments that may be considered offensive, provocative, defamatory or insulting to others.
4. You may not use the AHC brand to endorse or promote any product, opinion or cause, without written permission from the AHC Board. It must be clear to all readers that any and all opinions shared are your own, and do not represent the views of AHC.

Section B: Information for all individuals posting/participating on AHC social media sites

The AHC facilitates the use of social media in order to:

1. Distribute information to members and associates of the AHC
2. Encourage social interaction between AHC members, associates and the general hockey community
3. Promote and communicate achievements of the AHC, including participating in HV initiatives.

Section C: Information for individuals using and maintaining social media on behalf of the AHC

Only those authorised by the AHC Board have permission to represent the AHC through social media. Authorised social media representatives of the AHC must adhere to the following:

1. Avoid comments which may be damaging to other parties, including the AHC. If you are uncertain about the nature of information you intend to post, consult a member of the AHC Board prior to posting.
2. Individuals posting on behalf of the AHC should not feel obliged to reply to comments or remarks made by others on AHC social media or about the AHC. Comments made on social media that may require a reply/escalation should be forwarded to enquiries@altonahc.org.au.
3. If you do make a mistake in the social media environment (i.e. accidentally posting inaccurate information), or receive a defamatory comment in a public environment, take necessary action immediately to rectify the mistake or delete the comment, and then notify a member of the AHC Board as soon as possible.
4. Ensure you have the approval of the AHC Board before announcing important or confidential information.

As a representative of the AHC managing social media, individuals have a duty of care to ensure that the guidelines described within this policy are upheld. Any concerns or instances of inappropriate use of social media on an AHC site, by an AHC member or towards the AHC should be reported to a member of the AHC Board as soon as possible.

**For and on Behalf of its Members.
The Altona Hockey Club Inc. Board**