



# SOCIAL MEDIA POLICY

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## POLICY SUMMARY

This Policy is about the tools that the Club will use in its communication strategy.

This Policy is not about the tools that individuals use in their day-to-day communication; however, the Club's Code of Conduct will be enacted as a result of any individual issue or behaviour arising that is considered to place the Club into disrepute.

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, Mentone Hockey Club recognises the benefits of social media as an important tool of engagement and enrichment for its members. Mentone Hockey Club welcomes 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.

Hockey Victoria, its affiliates, associations and clubs including Mentone Hockey Club have long histories and are highly respected organisations. It is important that Mentone Hockey Club and Hockey Victoria's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to

any content that might reference the organisation.

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 LinkedIn, Facebook, Twitter, or various Instant Message services);
- Content sharing include Flickr (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); or
- Editing a Wikipedia page

The Mentone Hockey Club supports the following guidelines when using social media

### DO'S:

- Use common sense
- Always respect Hockey Victoria, its affiliate clubs, competitors, players, fans and sponsors
- Promote stories about you and your club with links
- Interact with your followers and friends

- Follow each other and chat with each other
- Have fun

## **DON'TS**

- Never act like everything you upload is private
- Don't forget the Hockey Victoria and other clubs follow you
- Don't abuse the Hockey Victoria, its affiliate clubs, fans, competitors and sponsors
- Never post photos that are inappropriate (ie drinking, nudity, etc.)

## **BREACHES OF USE:**

The Mentone Hockey Club has a 'zero tolerance' stand on any breaches – there is to be no bringing the Club into disrepute, no racial and/or religious vilification; no derogatory remarks towards our Club, other Clubs, Hockey Victoria, and/or individuals.

Inappropriate use of electronic communication includes but is not limited to making or posting inappropriate comments against players, clubs (ours and others), club officials, match officials, Hockey Victoria itself or its delegates – which is hurtful, discriminatory or offensive in nature. Any person who believes that they have been the victims of inappropriate electronic communication should report the matter to any member of the Committee or to the Club's Member Protection Information Officer (either in writing or verbally) along with any evidence that may assist the Club

in investigating the concern. The Club will undertake to investigate the concern at its discretion. Matters which are deemed by the Executive to be more serious in nature may be reported to external to the club authorities (ie: the Police) – should this be the case, it will be reported to them by the Club President.

Non-compliance with the general outline above will result in disciplinary action for any violations – as outlined in the Club's Constitution and Club's Code of Conduct.

## **RESPONSIBILITY:**

As a player and/or member of the Mentone Hockey Club, it is everyone's responsibility to implement this Policy.

## **RESPECTFUL CONVERSATIONS AND INFORMATION:**

The Mentone Hockey Club also recognises that as providers of information we have a duty of care to convey information to all players and members in a respectful and courteous manner – both verbally and in written form.

The Mentone Hockey Club Executive and General Committee understand and accept its responsibility to this effect; and to abide by the Club's Code of Conduct. Equally, it is imperative that all players and parents/guardians and friends also abide by the Clubs Code of conduct.

## POLICY REVIEW

This Policy will be reviewed annually to ensure it remains relevant, practical and that it reflects community expectations and legal requirements. The Policy will be reviewed annually as part of the club's Strategic Plan Review process.

The Club is also fully supportive of Hockey Victoria's Social Media Policy which can be found [HERE](#)

- *Issued by the Mentone Hockey Club Executive Committee 2018*

