



## **GHA SOCIAL MEDIA POLICY SUMMARY**

This policy complements GHA Incorporated's core values to:

- Promote the sport of hockey.
- Promote sportsmanship, fair play, fellowship and respect within the sport of hockey and the Grafton Hockey community.

Social media is increasingly used as an effective communication tool

When using social media you have the following responsibilities:

- To be respectful
- To remember, you are an ambassador for GHA and what you post or comment on may impact on the image and reputation of GHA within the hockey and wider community
- To protect your privacy and the privacy of others (particularly those under 18 years of age)

GHA reserves the right to remove or report any posts or comments that may be deemed inappropriate or illegal.

# GRAFTON HOCKEY ASSOCIATION INCORPORATED



## 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. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy contains guidelines for the GHA 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 those who have approved this policy.

## Underlying principles

This policy complements GHA Inc's core values to:

- Promote the sport of hockey.
- Promote sportsmanship, fair play, fellowship and respect within the sport of hockey and the Grafton Hockey community.

The GHA Inc Board are responsible for all matters related to this policy.

## Coverage

This policy applies to **all persons** who are involved with the activities of GHA Inc. whether they are in a paid or unpaid/voluntary capacity including:

- All GHA Members
- Persons appointed or elected to GHA board, committees and sub-committees;
- Employees of GHA
- Managers, coaches and assistant coaches;
- Players
- Match officials
- Affiliated clubs
- Parents
- All those who participate in any form of GHAI social media

## 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+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, 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)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, 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 GHA Inc. on social media; and
2. if you are posting content on social media in relation to GHA Inc. that might affect GHA Inc. business, 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 GHA Inc. 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 GHA Inc. may still be regulated by other policies, rules or regulations of Hockey Australia, Hockey NSW and GHA Inc.

### ***Using social media in an official capacity***

As a part of Grafton Hockey's, community you are an extension of the GHA Inc. brand.

As such, the boundaries between when you are representing yourself and when you are representing GHA Inc. can often be blurred. Therefore it is important that you represent both yourself and others appropriately online at all times.

### **Guidelines**

You must adhere to the following guidelines when using social media related to Grafton Hockey Incorporated

### ***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 GHAI

### ***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.

### ***Honesty***

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest.

The web is not anonymous. You are accountable for your actions both on and offline

### ***Respect confidentiality and sensitivity***

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

Be particularly mindful when publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

All registered members either give or deny permission to publish their image when registering. Permission must be given.

***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.

***Discrimination, harassment and bullying***

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

***Avoiding controversial issues***

Within the scope of your authorisation by GHA Inc. if you see misrepresentations made about the Association in the media, you may point that out to the Board of GHA Inc. 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.

GHA Inc. reserves the right to remove any post or comment.

***Branding and intellectual property of GHA Inc.***

You must not use any of GHA Inc.'s intellectual property or imagery on your personal social media without prior approval from the Board.

Intellectual property includes but is not limited to:

- Logos
- Imagery
- Documents and reports

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

## **Policy breaches**

Breaches of this policy include but are not limited to:

- Not gaining permission to publish information or images
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- 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 GHAI 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.

### ***Reporting a breach***

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

Where it is considered necessary, GHAI may report a breach of this social media policy to police.



Other legal considerations that may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws
- Anti-discrimination laws
- Employment laws
- Advertising standards
- *Charter of Human Rights and Responsibilities Act 2006*
- *Information Privacy Act 2000*
- Equal opportunity laws
- Contempt of Court
- Gaming laws