



Social Media Guidelines for Maidstone Hockey Club Affiliated Accounts



Generally, the following guidelines will provide easy to access advice and, when used alongside common sense, will enable you to post appropriate content. These guidelines are not exhaustive and, should there be any doubt, please defer to the Social Media Coordinator or Welfare Officer for advice.

- Confidentiality: Remember the importance of not sharing sensitive or confidential information about the club, team, or players.
- Respect and Fair Play: Encourage respectful communication and discourage online disputes, negativity, or bullying.
- Personal vs. Professional: Remember the distinction between personal and professional social media use and, that public posts can reflect on the club reputation.
- No hate speech, profanity, nudity, or phallic reference.
- No images of violence or abusive behaviour.
- No 'toilet' humour or images - literally and figuratively!
- No humour, hate speech or offensive/derogatory comments relating to: *age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation*

An affiliate account is an account that uses the Maidstone Hockey Club logo (in any colourway), the wording MHC or Maidstone Hockey Club.

All affiliate accounts should bring value to the whole MHC audience. Through answering questions, helping, and engaging with them, as well as spreading positivity about the club.

The account must reflect our values and use a professional tone. All posts must take into consideration that MHC players of all ages access social media and view posts on public accounts.

All account posts should be in line with the standards of behaviour that Maidstone Hockey Club expects of its members and, should not bring the club into disrepute but instead demonstrate positive representation.

MHC players are ambassadors for the club, and this should always be considered when posting on affiliate accounts. The wider club reputation will be impacted by any inappropriate content.

MHC reserve the right to carry out periodic reviews and associated updates of the information in this document to ensure they best protect the club's reputation.

Equality Act 2010

Please remember that under the Equality Act 2010 it is against the law to discriminate against someone because of a protected characteristic. The nine protected characteristics are:

- *age*
- *disability*
- *gender reassignment*
- *marriage and civil partnership*
- *pregnancy and maternity*
- *race*
- *religion or belief*
- *sex*
- *sexual orientation*

Under 18's

- On club paperwork, under 18's only consent to 'appropriate sporting pictures' being displayed.
- All pictures of U18's should only display the first name and never the surname of the player.
- When communicating with young people it is recommended that adults and officers of the club:
 - Contact players only when necessary for the club.
 - Parents/carers should be the main contact point, at a minimum copied into any electronic communication.
 - Contacting young people by phone, text, email, or social networking/media sites should never be undertaken without parental consent.

For more detailed information about social media guidelines or code of ethics and behaviour from England Hockey and Great Britain Hockey, whom Maidstone Hockey Club consider to be a minimum standard, please follow the links below.

[New | England Hockey and Great Britain Hockey Social Media Community Guidelines](#)

[Code Of Ethics And Behaviour \(englandhockey.co.uk\)](#)

Monitoring and Enforcement

- Maidstone Hockey Club reserves right to monitor social media activity.
- In the first instance of any suspected guideline violation, the Social Media Coordinator and/or Welfare Officer will contact the account directly and ask for inappropriate content to be removed or, the account be made private and not accessible to the public.
- In the instance that the account chooses not to comply, the club will seek to identify the account holder(s) and discuss appropriate actions.
- In cases of non-compliance the club reserves the right to take mitigating sanctions including but not limited to, match suspension and, in extreme circumstances, withdrawal of membership.

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