



CITY OF YORK HOCKEY CLUB Social Media Policy



Who does this apply to?

The purpose of this policy is to protect club members, minimise risk and ensure all City of York Hockey Club social media is used appropriately. This policy covers all members of City of York Hockey Club.

THE KEY MESSAGE IS: Think before you post!

- Posts on City of York Hockey Club social media or media linked to City of York Hockey Club
- Social media, be it photos, comments or links should not be inappropriate.
- Users must not engage in activities or transmit content that is harassing, discriminatory, menacing, threatening, obscene, defamatory, or in any way objectionable or offensive.
- Users are personally responsible for what they communicate in social media and should remember that what they publish may be available to a wide audience over a lengthy period of time.
- Users should not post comments which could be construed as sensitive, objectionable or inflammatory.
- When using social media, users should respect their audience.
- Users should not engage in any inappropriate chat with young members.
- Users should not criticise a player's performance or skill development or make a personal attack on any player, umpire, official club or any other person or body which could bring the game or City of York Hockey Club into disrepute.
- Inappropriate, derogatory or defamatory remarks or unseemly language should never be used
- Remember, the term 'young person' means those under 18 years old.
- Anyone who finds a post inappropriate or wishes to make a complaint should email details to social@cityofyorkhc.co.uk

Sanctions

- Comments that are deemed to flout the above will be removed by the administrators and the person who posted will be informed.
- Destructive or negative uses will be deleted/blocked from engaging with the club's Facebook page, twitter account or website.
- Any City of York Hockey Club member who persistently posts inappropriate content will be dealt with by the relevant club committees.
- The City of York Hockey Club Welfare Officer(s) will be informed of any matters relating to young or vulnerable people and deal with the post as appropriate.
- Issues relating to adults and the reputation of City of York Hockey Club will be referred to the relevant committee.

Controls over club specific social media

- City of York Hockey Club uses a Twitter account @cityofyorkhc.co.uk, Facebook and the website www.cityofyorkhc.co.uk to represent the Club to the outside world, catering for prospective and current members as well as providing information for other clubs and general browsers seeking knowledge about the club.
- Material published on these mediums is strictly controlled by nominated website and communications officers.
- Comments and photos/videos posted will feature positive club news and events.
- Personal information about members will not be disclosed.
- No statements will be made that are misleading, false or likely to injure the reputation of another person/club.

Social Media Nominated Officers:

- Seniors: Seniors Chair - senior@cityofyorkhc.co.uk
- Juniors: Junior Chair – juniorchair@cityofyorkhc.co.uk

In addition, further guidance can be found in

- England Hockey's Safe D guides: **Think_Before_You_Post** and for those working with juniors and young people
- **Good_Practice_-_Supervision__Communication__Social_Media**

These can be found in the documents section on our website and in the coaches/captains pack.

Also see

www.englandhockey.co.uk/page.asp?section=1785§ionTitle=Best+Practice+Guidance