



# SOCIAL MEDIA POLICY

## BANBRIDGE HOCKEY CLUB

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

### 1.0 THE KEY MESSAGE IS: Think before you post!

- Posts on BHC social media or media linked to BHC's 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 BHC 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 [info@banbridgehockey.com](mailto:info@banbridgehockey.com)

### 2.0 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 BHC member who persistently posts inappropriate content will be dealt with by BHC's disciplinary committee.
- The BHC Designated Officer 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 BHC will be referred to the Executive Committee who may refer to matter to a club disciplinary panel.
- There may also be additional sanctions imposed on the Club/Player by the Ulster Hockey Union and the Irish Hockey Association.

### 3.0 CONTROLS OVER CLUB SPECIFIC SOCIAL MEDIA

#### 3.1 BHC Facebook, Twitter and Website

- BHC uses a Twitter account @banbridgehc, Facebook and the Website [www.banbridgehockey.com](http://www.banbridgehockey.com) 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 BHC.
- Material published on these mediums is strictly controlled by members of the Communications Sub-Committee.
- 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.

#### 4.0 COMMUNICATION WITH YOUNG PEOPLE

Communication with young or vulnerable people is covered by Ulster Hockey's 'Website Guidance for Clubs'.

The key Do's and Don'ts when communicating with young people are:

- Contact players only when necessary
- Use Group texts for communication among players and inform parents of this at the outset of the season

#### Avoid:

- Contacting a young person unnecessarily and having one-to-one communication with individual young players. (but this can be done as part of a disclosed list, once permission has been gained to do so)
- Using text or a social networking site as a medium of contact with a young person
- Making or receiving calls on a mobile phone during training or at competition (coach). It is inappropriate to compromise the safety of a session
- E-mailing one young person without copying in parents, other players or club members
- Don not use your phone in certain situations – inappropriate use of a camera phone may cause offence/upset someone.

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