



SOCIAL MEDIA POLICY

Social media offers the opportunity for people to gather in online communities of shared interest and create a great talking point. NDHA recognises the benefits of social media, an important tool to engage and inform members and the wider community of local Hockey. Regardless of whether or not you have chosen to be an active user of social media, there is no denying that the use of social media is now mainstream and that the world is becoming a much smaller place as a result.

NDHA welcomes constructive comments, idea and insights from the community. Members however, need to be mindful that inappropriate comments or posts on social media, albeit at times unintended or without proper understanding, can cause others to take offence and is difficult to retract. This includes any comments that you may say on your own personal page. As contributors of content in an online environment we all play an important role in promoting the sport of Hockey in a favourable light.

The public nature of social media leaves little room for errors when using this technology, as once it's out there, it's out there for good. It is important that NDHA's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any contact that might reference or imply reference to the NDHA or the clubs that are played within the Association.

Issues that arise from the use of social media.

If used effectively, social media can assist our organisation in developing deeper engagement within its community, resulting in more connected and enriched relationships. There's no question that social media is a great tool for sport in all sorts of ways.

However, the use of social media can also be detrimental to you and/or your organisation if unfavourable messages or stories are communicated. It only takes a slip of the keyboard or a momentary lack of common sense and that one small mistake can escalate quickly into a full-blown social media crisis.

Unfortunately, social media is sometimes used by individuals as a platform for communicating messages of discrimination, defamation, harassment and bullying. This can be further amplified due to the viral nature of social media. These activities can bring both individuals and organisations into disrepute. This often occurs as a result of a lack of understanding by the individuals posting the offending content.

When posting or commenting on social media, defamatory comments can also be subject to legal action by a person who alleges that they have been defamed.

What we expect from Social Media.

NDHA expects all people bound by this policy to conduct themselves appropriately when using social media networking sites to share information related to Hockey.

Social media postings, blogs, status updates, tweets and/or text messages:

- Should promote the sport in a positive way.
- Should respect and maintain the privacy of others;
- Must not be misleading, false or injure the reputation of another person;
- Must not contain material which is, or has the potential to be, offensive, aggressive, defamatory, threatening, discriminatory, obscene, profane, harassing, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate;
- Must not contain material which is in breach of laws, court orders, undertakings or contracts;

NDHA is committed to supporting the right to interact knowledgeably and socially via social media platforms. This policy is not designed to restrict fair comments and criticism, but it is designed to ensure fair play in making those comments and criticisms.

Guiding Principles.

The web is not anonymous. Users should assume that everything they write/share can be traced back to them.

- Please be aware that it is very difficult to take back or remove comments from social media. Think of the web as a permanent record of online actions and opinions.
- Under no circumstance should offensive comments be made about NDHA members and affiliates.
- Never post a photo of a child or young person without permission from the child's parent or guardian.
- Ensure you are not abusive and do not harass or threaten others.
- Avoid making statements which could cause public debate and bring unnecessary negative attention to the sport or organisation.
- Do not use offensive, insulting, provocative or hateful language.
- Show courtesy and respect for others and their opinion at all times.
- Utilise social media networks and forums to add value and promote hockey in a positive way.

Breach of Policy.

If an inappropriate comment is posted that defames or is abusive, contact an executive member of the NDHA. The executive will inform the committee member who is in charge of the social media page to take a screen shot of that message as evidence and then delete that post.

A written warning will be given to that individual for the first offence. If they repeat they will then be blocked from that social media page. If it is on a personal page, then they will be reported to that social media outlet.

Review of policy.

Given the rate in which social media platforms are expanding, this policy will need to be reviewed annually or as often as it determines necessary and make changes when it determines necessary or desirable to help ensure it remains relevant and applicable.