



Social Media Policy & Guidelines

1. About this Policy

This document outlines the social media policy and guidelines for all members of Basingstoke Hockey Club (BHC) including managers, players, coaches and social members. It provides guidance on use of social media and the disciplinary process that may be instigated should any breach of policy arise.

For the purposes of this policy, social media includes, but is not exclusively limited to, Facebook, Twitter, WhatsApp any internet forums, websites and also covers activities wherein a personal opinion can be viewed in or obtained via public means, whether already in existence or in the future.

This document shall supplement the latest editions of England Hockey's Guidance Documents, namely: -

- Good practice Guidance for Hockey Clubs/Organisations about the Setting Up and Safe Use of Social Networking Sites
- Good Practice when Working with Young People- Dos and Don'ts for the use of Social Networking Sites
- WhatsApp: Good Practice for Guidance for Using the app

2. Policy

When using and contributing to social media, BHC members are expected to behave in a manner that is consistent and appropriate to their role as ambassadors for and representatives of the club. Any contribution, posting, message or associated conduct that is deemed to be in contravention of the policy could lead to the instigation of disciplinary proceedings.

3. Social media content guidelines for members

Be responsive – respond to players, coaches and colleagues and engage with your audience. Remember though, that not all followers / viewers will be supportive and that your posts may well be visible to a very wide audience.

Don't engage in online disputes about hockey issues with your audience or allow others (including family & friends) to argue on your behalf.

Don't take up issues on behalf of colleagues.

You may come into contact online with under 18s. Familiarise yourself with the EH's 'Proud to Protect' Safeguarding Regulations and EHs policy on WhatsApp: Good Practice for using the app in relation to engaging with under 18s.

In addition the following shall apply to BHC:-

1. Under 18s who do not play in senior teams: It is not permitted that any coach/assistant coach(s)/team administrators be friends with U18's on social media platforms (including WhatsApp).
2. Under 18s who play for senior teams: For those juniors that play in a senior team all communications should go via parents unless the player is 16 and over and parents have signed the Membership Form giving approval for specific people to make contact. This form



must be completed if during the season a player's age changes to 16 and that they and their parent/guardian wish for them to be contacted directly by the approved persons.

3. In accordance with the latest guidance note from EH and the new General Data Protection Regulation (GDPR) WhatsApp shall not be used for communication with any junior under the age of 16.

Be aware – what you say can have an impact on the image of the sport, on your colleagues and BHC as a whole. Banter amongst colleagues is good but beware of using 'private jokes'. It is important to be aware of the context in which comments made may be interpreted. Consider how the public, the media and other users will view your comments.

Think – pause and think before you post or send a message. If you're in doubt about posting something, ask a colleague or simply don't post it. Remember, you are personally responsible for everything that you post. "If in doubt, leave it out" is a useful approach to take when engaged in social media.

Treat it as a quote – Don't write anything on social media that you wouldn't feel comfortable seeing in a newspaper or hearing on TV or the radio.

Don't talk negatively about players, team officials, match officials or colleagues.

More general comments around matches are of course fine, for example, pleasure with performances, information about results etc. However, **you should NEVER post anything about disciplinary issues that have arisen before, during or after a game or tournament.**

Even the most vaguely expressed comments are open to misinterpretation by readers and may compromise any disciplinary process arising from the incidents in question.

Remember reputation – don't post images, comments or other content that are not in keeping with the image and conduct of all, irrespective of the level of a game, or that could damage the reputation of the sport or BHC.

4. Breaches of the social media policy and guidelines, and disciplinary process

Cyber bullying will not be permitted by any member of BHC.

Breaches of this social media policy will be considered under England Hockey's Code of Ethics and Behaviour and BHC's Code of Conduct and may result in disciplinary proceedings.

5. Reporting Breaches of this social media policy

Any breach of this policy or incidents of cyber bullying shall be immediately reported to BHC's Welfare Officer or either of the club's Time to Listen Officers. All incidents will be treated with the strictest confidence and in accordance with the Club's Safeguarding Policy.