

HOCKEY QUEENSLAND

Social Media Policy



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HOCKEY QUEENSLAND SOCIAL MEDIA POLICY

This Policy may be amended or supplemented by Hockey Queensland at its discretion, in order to achieve the objectives and specifically, where matters arise which, in the sole opinion of Hockey Queensland have not been provided for in this Policy, or where the literal application of this Policy would not achieve the objectives.

1.0 PURPOSE

Social media is changing the way we communicate. This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to Hockey Queensland and contains guidelines for the hockey community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

2.0 UNDERLYING PRINCIPLES

This policy complements Hockey Queensland core values: To promote, preserve, foster and encourage the growth and enjoyment of the sport of Hockey for Players, Officials, and Spectators.

This policy is applicable when using social media as:

1. an officially designated individual representing Hockey Queensland on social media; and
2. If you are posting content on social media in relation to Hockey Queensland that might affect Hockey Queensland's business, products, services, events, sponsors, members or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to Hockey Queensland or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse of social media in a manner that does not directly refer to Hockey Queensland may still be regulated by other laws, policies, rules or regulations.

Hockey Queensland CEO is responsible for all matters related to this policy.

3.0 SCOPE

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet. This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc.)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc.)
- Blogs and micro-blogging platforms (e.g. Tumblr, WordPress, Blogger, etc.)
- Review sites (e.g. Yelp, Urban Spoon, etc.)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc.)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc.)
- Geo-spatial tagging (e.g. Foursquare, etc.)
- Online encyclopaedias (e.g. Wikipedia, etc.)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc.)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc.)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

4.0 APPLICATION

This policy applies to any person who makes a statement in reference to Hockey Queensland or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation.

This includes but is not limited to employees, members, volunteers, coaches, officials, athletes of Hockey Queensland and their affiliates and their family members

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5.0 USING SOCIAL MEDIA IN AN OFFICIAL CAPACITY

As a part of the Hockey Queensland community you are an extension of the Hockey Queensland's brand. Therefore, it is important that you represent both yourself and Hockey Queensland appropriately at all times.

The Hockey Queensland brand is not permitted to be used on social media outside of the Hockey Queensland Official Social Media accounts.

You must be authorised by the CEO, General Manager Hockey Operations and/or Marketing & Communications Manager before engaging in social media as a representative of Hockey Queensland.

5.1 STATE TEAM ACCOUNTS

Unofficial social media accounts / groups using the Hockey Queensland brand must be submitted for approval via email to the Marketing & Communications Manager no later than 3 working days before creation/or use of the account.

Throughout the lifetime of these accounts, all of the Guidelines outlined below must be adhered to.

6.0 GUIDELINES

You must adhere to the following guidelines when using social media related to Hockey Queensland or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

Use common sense

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for Hockey Queensland.

Protecting your privacy

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

Transparency and Honesty

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. Hockey Queensland recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

Use of disclaimers

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of Hockey Queensland) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have legal effect.

Reasonable use

If you are an employee of Hockey Queensland you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of Hockey Queensland's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of Hockey Queensland.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by Hockey Queensland it is perfectly acceptable to talk about Hockey Queensland and have a dialogue with the community, but it is not okay to publish confidential information of Hockey Queensland. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about our organisation: e.g. team, coaching practices, financial information and trade secrets.

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

Gaining permission when publishing a person's identifiable image

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image.

Complying with applicable laws

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and Hockey Queensland's own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

Discrimination, sexual harassment and bullying

Hockey Queensland adopts Hockey Australia's Policies:

[Member Protection Policy](#)

[Codes of Conduct](#)

Avoiding controversial issues

Within the scope of your authorisation by Hockey Queensland if you see misrepresentations made about Hockey Queensland in the media, you may point that out to the relevant authority in your Association.

Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

Dealing with mistakes

If Hockey Queensland makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses Hockey Queensland of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

Conscientious behaviour and awareness of the consequences

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your position/employment at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

Branding and intellectual property of Hockey Queensland

You must not use any of Hockey Queensland's intellectual property or imagery on your personal social media without prior approval from Hockey Queensland.

Hockey Queensland's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on Hockey Queensland official social media sites or website.

You must not create either an official or unofficial Hockey Queensland presence using the organisation's trademarks or name without prior approval from Hockey Queensland.

You must not imply that you are authorised to speak on behalf of Hockey Queensland unless you have been given official authorisation and permission to do so by the CEO.

1. Where permission has been granted to create or administer an official social media presence for Hockey Queensland you must adhere to the Hockey Queensland Branding Guidelines which includes current Hockey Queensland logo.
2. Permission may be granted to create and administer a social media presence for the lead up and duration of a tournament.
3. If granted permission for a social media presence, any passwords and administration rights must be surrendered at the completion of the tournament

7.0 BREACHES

Breaches can lead to disciplinary action as defined by the Code of Conduct and Complaints, Disputes and Discipline Policy adopted by Hockey Queensland. Breaches of this policy include but are not limited to:

- Using Hockey Queensland's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during the playing of the game could result in a breach of the rules of the game.
- Posting or sharing any content in breach of Hockey Queensland's Code of Conduct and Member Protection Policies
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing Hockey Queensland its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

Reporting a breach

If you notice inappropriate or unlawful content online relating to Hockey Queensland or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately using the complaint form included in the Complaints, Disputes and Discipline Policy and send to the Hockey Queensland CEO.

Further information about reporting breaches:

- For a complaint about the misuse of social media relating to a match or competition that occurs either prior to, during, or after a game; refer to the Tournament Director / Competition Administrator.
- For a complaint about the misuse of social media that is general in nature and/or ongoing and does not apply to a particular game; refer to General Manager Operations and Hockey Queensland Complaints Officer.

Investigation

Alleged breaches of this social media policy may be investigated according to Hockey Australia's Complaints, Disputes and Discipline Policy adopted by Hockey Queensland and Hockey QUEENSLAND Judiciary Policy. Where it is considered necessary, Hockey Queensland may report a breach of this social media policy to police.

Disciplinary process, consequences and appeals

Breaches of this policy and appeal procedures will be dealt with in accordance with the disciplinary procedure outlined in the Hockey Australia's Complaints, Disputes and Discipline Policy and Hockey Queensland Judiciary Policy.

Employees of Hockey Queensland who breach this policy may face disciplinary action up to and including termination of employment in accordance with Hockey Queensland's Member Protection Policy or any other relevant policy.

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