

PORT MACQUARIE HASTINGS HOCKEY ASSOCIATION

SOCIAL MEDIA, TRADITIONAL MEDIA AND PUBLIC COMMENT

Purpose

Social Media is a fantastic communication tool that is used every day around the world, allowing people to connect and disseminate information via various channels. Similarly, traditional media outlets are great for highlighting achievements and actions of individuals and teams alike.

Port Macquarie Hastings Hockey Association (PMHHA) recognises the benefits of social media as an important tool of engagement and enrichment for its members and the importance it plays in increasing the awareness and profile of PMHHA, Hockey generally, our athletes and more.

However we need to remember that as a representative of PMHHA, your activity on social media is reflective of our brand. It is important that PMHHA's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.

PMHHA and indeed our State and National bodies are highly respected organisations by the public, our international affiliates, other national and international stakeholders and supporters.

PMHHA also has a corporate responsibility to protect our stakeholders and affiliates by maintaining a positive reputation by association. Therefore, PMHHA has introduced this Social Media policy to provide our members, staff and volunteers, a guide to appropriate and accepted social media use.

Scope

This policy applies to all PMHHA Members, whether they are in a paid or unpaid/voluntary position and also applies to:

- Individuals sitting on boards, committees and subcommittees of the association and its Member Clubs,
- Employees of PMHHA, its Member Clubs and their volunteers,
- Members including license holders, canteen managers and other non-playing positions,
- State representative officials and athletes,
- Support personnel (e.g. managers, physiotherapists, psychologists, masseurs, sport trainers),
- Coaches, Managers, Umpires and other team officials, and
- All other persons employed, registered or volunteering for PMHHA.

In addition, this policy takes effect when an individual or entity identifies themselves as associated with PMHHA (via being registered or other any other means), and/or discusses their involvement in the organisation on social media or traditional media. At this point they are required to convey themselves in accordance with this policy and in a manner consistent with PMHHA stated values and policies.

Media Outlets

This policy covers all forms of media and includes, but is not limited to:

- Newspapers, radio and television,
- Maintaining an account, profile or page on social or business networking sites (such as but not limited to Facebook, MySpace, Twitter, LinkedIn, Instagram, snapchat, TikTok),
- Content sharing including but not limited to Flickr, YouTube and Vimeo,
- Commenting in blogs for personal or business reasons,
- Leaving product or service reviews on retailer sites, or customer review sites,
- Taking part in conversations on public and private web forums (message boards), or

- Editing a Wikipedia or other peer to peer sharing page.

The intent of this policy is to include anything stated in traditional media or posted online, where information is shared that might affect members, colleagues, clients, sponsors, affiliates, stakeholders or PMHHA as an organisation.

Guiding Principles

The web is not anonymous. PMHHA representatives should assume that everything they write or say can be traced back to them. Think of the internet as a permanent record of online actions and opinions.

Boundaries between a representative's profession, volunteer time and social life can often be blurred. It is essential that individuals make a clear distinction between what they do in a personal capacity and what they do, think or say in their capacity associated with PMHHA.

All PMHHA representatives must follow the guidelines in place to ensure PMHHA's brands and intellectual properties are not compromised. This means PMHHA logos cannot be used in any context without consent, including on social media and websites.

USE OF TRADITIONAL MEDIA

Traditional media outlets; television, radio, newspapers etc, still play an important role in the digital age. PMHHA Management will try, where possible, to highlight positive achievements of individual members and teams across our association. These outlets also provide excellent publicity avenues to promote our sport locally and increase the profile of our sport.

To keep comments in-line with the aims and objects of PMMHA and to protect the branding and image of the sport, only certain people are authorised to make comment to the media. The President and Secretary shall be able to make any and all comments to the media about all aspects of the sport locally, and our local representatives and their achievements. In all instances, the President or Secretary shall be the first point of call for comment. In the absence of either of these two members the Vice President shall have this authority.

The management of a PMMHA representative team has the delegated authority to make public comment only about the progress or results or achievements of the team under their control; in fact, they are encouraged to do so. They are not to make comments that relate to the association as a whole or on aspects of hockey that they are not representing, or any other matters outside the limits of their team. Their comments, where possible, are to be all inclusive of the members of that team. Stories and comments are to be based around the following;

- Training efforts,
- Progress, results and standing in a competition or tournament,
- Individual successes such as highest goal scorer, most valuable player,
- Further representative honours – *“player X was selected in the state team”*, and
- The next steps for that team; promotion, relegation, new players into the team next year etc

PMHHA also understands that proud parents may wish to highlight the achievements of their child or children through media outlets when they gain higher selections and achievements. In the first instance, PMHHA reserve the right to do this and where possible will include the parents or guardian in the decision making progress. PMHHA shall also offer the parent the opportunity to make comment if they choose to do so. Where a parent outside the membership of PMHHA act's independently, they are not to bring the sport in to disrepute or portray the association in a bad light or manner. The PMHHA member of the parent in question may face disciplinary sanctions, as outlined in this policy, should public comment be deemed outside what is prescribed in

this policy. Similarly, any member that makes public comment may only do so about their own personal achievements within the sport.

USE OF SOCIAL MEDIA

General Overview

You must not:

- Abuse others or expose others to content that is offensive, inappropriate or for an illegal purpose,
- Impersonate or falsely represent any other person, including PMHHA or another Member,
- Abuse, harass or threaten any other person, including PMHHA or another member,
- Make defamatory or libellous comments,
- Use obscene, offensive, insulting, provocative or hateful language,
- Post material that infringes the intellectual property rights of others, including the PMHHA Intellectual Property,
- Intrude upon the privacy of other Members of PMHHA without the consent of such Members,
- Interfere with the conduct of any event run by PMHHA nor interfere with the role and responsibilities of PMHHA as the peak body in the region,
- Violate any security measures instituted at any facility,
- Comment in a way that may be construed as harming reputation,
- Comment on, or publish, information that is confidential or in any way sensitive to PMHHA, its affiliates, partners or sponsors, and
- Bring PMHHA or the sport of hockey into disrepute.

PMHHA Platforms

You must not;

- Make excessive postings on a particular issue or post multiple versions of the same opinion or information on Social Media platforms operated by PMHHA,
- Promote commercial interests in Social Media platforms operated by PMHHA, or
- Post unauthorised internet addresses, links to websites, email addresses or other personal information on Social Media platforms operated by PMHHA.

Photograph Copyright

Social Media sites often allow photographs, videos and comments to be shared with other users. PMHHA as a whole, must recognise that it may not be appropriate to share photographs, videos and comments in this way in every instance.

For example, photographs placed on official PMHHA social media or web channels are done through separate and detailed relationships with photographers and rights to use photographs may not extend to those covered in the scope of this policy.

In certain situations, individual members of PMHHA could potentially breach the privacy act or inadvertently make PMHHA liable for breach of copyright for improper use of these images.

PMHHA Management should be considerate to others in such circumstance and should not post content when they have been asked not to or prior consent has not been sought and given. They must also remove information about another person if that person asks them to do so.

Tips

- DO show your personality; however do not be too casual. DO remember everyone can read it – it's like a postcard.
- DO be responsible.
- DO share your positive sports performances and achievements.
- DO share experiences that give an insight into you as a person.
- DO NOT comment or criticise fellow athletes, coaches, or officials.
- DO NOT make comments regarding team selection or lack thereof.
- DO NOT pick a public fight on social media.
- DO NOT post overly negative comments regarding your performances, or training.
- DO NOT post in the heat of the moment, when emotional or angry.
- DO NOT post if you get an uneasy feeling.
- DO NOT post sexual or sexist comments or photos.
- DO NOT post racist or religious comments.
- DO NOT post to your friends about events and personal material.
- DO NOT swear.
- DO NOT reveal confidential PMHHA information.
- DO NOT re-tweet inappropriate posts.

Furthermore, PMHHA Management may not use the PMHHA brand to endorse or promote any product, opinion, cause or political candidate unless directly related to the business of PMHHA; and it must be abundantly clear to all readers that any and all opinion shared are those of the individual, and do not represent or reflect the views of PMHHA.

Branding and Intellectual Property (IP)

Trademarks belonging to PMHHA cannot be used in personal social media applications, except where such use can be considered incidental – (where incidental is taken to mean “happening in subordinate conjunction with something else”).

Trademarks include:

- PMHHA logos,
- PMHHA slogans and taglines,
- PMHHA official event / championship names or associated collateral,
- PMHHA clothing,
- Images depicting PMHHA or club volunteers, staff and/or equipment, except with the permission of those individuals, and
- Other PMHHA imagery

Creation of accounts

This includes all PMHHA managed websites, and individually managed member club and association websites.

Before a new website, social networking page or forum is created for PMHHA representative use, written consent must be provided by PMHHA Management.

As an example, permission must be granted from PMHHA Management for subordinate groups like a PMHHA rep team's Facebook page, Masters Facebook Page / website. Anything that is “ranked” above or outside of PMHHA, approval must be sought by the state or national body.

Written permission must be obtained from PMHHA Management for use of all logos and images on these websites, blogs, pages, or forums, in line with Branding and Intellectual Property above.

For official PMHHA websites, blogs, pages and forums:

- Posts must not contain, nor link to, pornographic or indecent content,
- Official blogs, pages and forums must not be hosted by a site that sells the right to advertise on their site, through 'pop up' or consistent advertising, content which may be of a questionable nature,
- PMHHA representatives must not use PMHHA websites, pages, blogs or forums to promote personal projects, and
- All materials published or used must respect the copyright and privacy of third parties.

BREACH OF POLICY

PMHHA and its member clubs are to monitor online activity in direct relation to the sport's branding, profile, member protection and the principles outlined above. Any detected breaches of this policy must be reported to PMHHA Committee, without delay, for investigation.

A breach of this policy may result in disciplinary action from PMHHA. A breach of this policy may also amount to a breach of other PMHHA policies.

Disciplinary action can surmount to; warnings, suspensions, termination of membership and deregistration, monetary fines, termination of employment and association with PMHHA. Legal action may also be taken in situations where PMHHA deems the severity of the matter to warrant.

Refer also to PMHHA Policy on Judiciary and Investigations committees

CONSULTATION AND ADVICE

This policy has been implemented to provide guidance to the broad membership of PMHHA in traditional and social media and public comment. If an individual or member club is unsure of their rights, liabilities, and actions, and would like clarification on any points of the policy, please contact PMHHA Committee in the first instance. Public comment is encourage where possible but should remain within the framework of this policy. Members wishing to make public comment are to bring their request to PMMHA Committee prior to doing so.