



North Harbour Hockey Association

Social Media Policy

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NORTH HARBOUR HOCKEY – SOCIAL MEDIA POLICY

POLICY OBJECTIVE

This policy describes how North Harbour Hockey Association (NHHA) manages its own reputation risk, the reputation risk of the sport of hockey, and its relationship with the media.

This policy applies to everybody representing NHHA in some way, including employees, contractors, coaches, volunteers and players using social media such as, but not limited to, Facebook, YouTube, Instagram, Twitter, LinkedIn, Blogs and Wikis such as Wikipedia and other sites where text or images can be posted.

POLICY PURPOSE

To protect the reputation of NHHA and the sport of hockey by ensuring that:

1. All news media enquiries, requests and commentary are identified and dealt with appropriately.
2. Any issues that could have a material impact on NHHA's reputation ("reputation issues") are identified and dealt with appropriately.
3. All NHHA personnel including employees, contractors, players and coaches understand the NHHA approach to the Media (TBA) and Social Media Policy and that there is compulsory adherence. This also applies to all hockey officials and volunteers.
4. Business and individuals' interest in social media is growing rapidly. NHHA recognises the need to have guidelines so that NHHA personnel who post on social media as part of their job, as a team member or in a personal capacity are clear on NHHA's expectations.
5. We recognise the importance of social media and online conversations and respect the right of NHHA personnel to freedom of speech. However, there are some basic principles of behaviour that we expect NHHA personnel to respect when conducting online activities. These are summarised below (and more detail can be found in NHHA Social Media Guidelines below):

BASIC PRINCIPLES

1. Common Sense

Use common sense when posting information or opinions on the internet. You should assume that anything you post to the internet, regardless of privacy settings, will remain there forever and may be shared widely.

2. Personal Capacity

Unless you have specifically been authorised to speak on behalf of NHHA, all postings published on the internet are your own and you are personally responsible for the content published.

Remember that publishing on a personal social media platform is as good as talking to the media. When posting as an individual make it clear that you are speaking for yourself and not on behalf of NHHA. Do not post information or opinions that could be interpreted as an official opinion or statement on behalf of NHHA unless you have prior permission of the Hockey Development Manager.

POLICY

POLICY APPLICATION

This policy applies to all NHHA personnel, including employees, contractors, players, and coaches. This policy also applies to all hockey officials and volunteers.

This policy includes all social media platforms. Its application includes but is not limited to the following social media platforms: Facebook, Twitter, Instagram, LinkedIn etc.

The policy owner is the NHHA Hockey Development Manager (hdmanager@harbourhockey.org.nz) and the CEO.

USE OF SOCIAL NETWORKS – EXPECTED APPLICATION

1. Posting on Behalf of NHHA

Any social media posting on behalf of NHHA (including players) needs to be authorised by the Marketing and Brands department prior to posting. Official communication via social media will be published under NHHA's brand.

2. Presentation and Respect for Others

Act professionally. Any grievance or concern regarding your employment or team participation with NHHA should be discussed directly with your coach, manager or the Chief Executive rather than appearing on social media.

Be thoughtful about how you present yourself in social media. Be mindful that, if you present yourself as a player or NHHA employee your profile and content should be consistent with how you wish NHHA, teammates and colleagues to perceive you and how NHHA wishes to be presented. Players should also be mindful of the fact that they are viewed as role models by

many and their public profile means that they may be connected with NHHA regardless of any express statement to this effect on their social media pages.

Do not engage in any conduct on social media that would not be acceptable to NHHA. Do not make any disparaging comments including but not limited to racial slurs, insults or obscenities.

NHHA reserves the right to direct you to remove certain posts or comments on social media that are unacceptable to NHHA.

3. Legal Compliance

Because you are legally responsible for your postings, you may be subject to liability if your posts are found to be defamatory, harassing or in violation of any applicable laws including privacy or copyright laws.

TEAM-BASED PROMOTION - FACEBOOK/INSTAGRAM

Any NHHA Team/Group that uses Facebook Groups and/or Instagram as a form of communication must abide by the above policy Rules of Application, as well as following the below set up.

1. Facebook Groups/Pages

Representative Teams are allowed to create group pages to communicate as a collective and also to share results with their families or friends. These pages must be administered by a member of the Team Management or an agreed player signed off by NHHA.

- 1.1. These pages/groups must be agreed to by NHHA and include a NHHA staff member (this can either be the NHHA Talent Officer or NHHA Hockey Development Manager)
- 1.2. The NHHA staff representative must be given full administrative rights.
- 1.3. These pages/groups must be private and have controlled access, e.g., the page administrator must confirm inclusion requests.
- 1.4. In the 'About Us' section or the group bio it must be made clear that the page/group is not an official page linked to the North Harbour Hockey Association.
- 1.5. No official NHHA logos are to be used in the creation of these groups.

2. Team Instagram Accounts

NHHA allow teams to create an Instagram Account with the team name to promote their team and to share results with families and/or friends.

- 2.1. To use the team name and or to reference the Association the account must be agreed to by NHHA.
- 2.2. The Instagram bio must include the fact that it is not an official NHHA account and must not include any official NHHA logo's or branding.

- 2.3. NHHA must have log-in information shared and reserves the right to close or block the account if they believe action has occurred that is not in line with this policy.

SOCIAL MEDIA GUIDELINES FOR STAFF/PLAYERS (PERSONAL USE)

Social media has blurred the lines between people's personal and professional time and space. It is important to understand that the impact of a person's social media presence can have repercussions in both their personal and professional lives.

Active social media interaction by staff and players in a personal capacity is encouraged, however, it is important that guidelines are in place to minimise the risk of social media engagement harming the reputation of the organisation, team or individual. Social media interaction may include posts and comments by you on your own page. However, even 'liking' posts by others, or not removing inappropriate comments by others on your social media page, may reflect adversely on you and/or NHHA.

These guidelines aim to provide best practice for staff who participate in social media platforms, including Facebook, Twitter, Instagram, YouTube, Snapchat, LinkedIn and blogging sites.

The below applies to all NHHA personnel (including employees, contractors, players, coaches and volunteers).

1. Public vs Private

Despite the existence of privacy options many items published in social media are publicly accessible and it can be difficult to guarantee that sites are fully private. Posts on social media can be shared or a screenshot taken, meaning that they may have a permanency and be seen by an audience far wider than may have been initially intended. As such always start with the assumption that anything you say can be read by anyone, anywhere, at any time and remember that the internet has a long memory.

Always exercise good judgement when posting and be aware that inappropriate conduct can negatively affect your organisation, team-mates and yourself. Always apply the following test: "Would my manager, coach or team-mates be happy to see this published?". An additional test is whether this is something you would publish in an advertisement in the newspaper.

2. Be Transparent

If you are commenting in a personal capacity about brands, campaigns or tournaments you are involved with, you should be open and transparent about whom you represent or who you may be speaking on behalf of. Not revealing your identity could attract negative accusations that you are engaging in covert advertising or marketing activity.

3. Be upfront that the views being expressed are personal. For example, if you have your social media page or website, use a disclaimer such as: "The views expressed on this page/website are my own and do not necessarily reflect those of my organisation." If you are being paid for

a post, you should also be transparent about this (e.g. #sp or #[brandname]partner). **Be**

Accurate

Posts should be accurate and fact-checked and be capable of being justified. If you do make a mistake, ensure you correct it promptly. It is important to reference the earlier comment because even if the comment has been deleted, someone may have saved it as an image or other format to use as evidence. Always ensure that any criticism is backed up with solid evidence.

4. Be Professional

Always act in a professional manner and use sound judgement before posting. Always be polite and respectful of individuals' opinions, especially when discussions become heated. Show proper consideration for other people's privacy. Never post anything which could be deemed racist, sexist or offensive – this includes posing with alcohol, drugs and weapons.

5. Be Fair and Respectful

Never post malicious, misleading or unfair content about your organisation, colleagues, team, coaches, support staff, opposition or other stakeholders. Do not post content that is obscene, defamatory, threatening or discriminatory to an individual, brand or entity.

Do not post comments that you would not say directly to another person and consider how other people might react before you post. If you respond to published comments that you may consider unfair always be accurate and professional. Remember to be authentic, constructive and respectful.

6. Be Smart

Respect other people's intellectual property including trademarks and slogans and copyrighted material. Its best practice to assume that all content online is protected by copyright. Make sure you have permission to post copyright items, properly attribute the work to the copyright owner where required, and never use someone else's work as if it were your own. If you are unsure as to who might own an item of content, it's better to err on the side of caution and not post the content.

This is particularly important for hockey around photography and game footage.

7. Be Aware of Confidentiality

Only reference information that is publicly available. Do not disclose any information that is confidential to your organisation, or any third party that has confidentially disclosed information to you. Examples of confidential information would include brand performance, strategic plans, team selections, coaching information or any legal documents. Do not use any of this information without approval from the relevant person within NHA.

8. Be Aware of Privacy

Think carefully before you post information or images of others online and be mindful of people's right to privacy. If photographs are taken during a match or official public event, then posting them to social media is acceptable.

However, in other situations, consent should be sought before posting. Standards for posting photos of children is detailed in the NHHA Child Protection Policy.

9. Be Careful

Do not use your organisation's or team's logos, trademarks or materials on your social pages, website or sponsorships unless it has been cleared for public use or been otherwise approved by the relevant person at NHHA.

10. Stick to the Contract, Policies and Player Agreements

Remember that all NHHA personnel (including players) have a responsibility outlined in their contracts and player agreements to uphold the reputation of NHHA and the sport, ensuring never to bring either into disrepute.

11. Assistance

If you require any advice or assistance in relation to these social media guidelines please contact the NHHA Hockey Development Manager – Kimberley Jordan
hdmanager@harbourhockey.org.nz or 027 556 6915.

NON-COMPLIANCE

NHHA requests that any stakeholder that believes there has been potential non-compliance of this policy, or that could cause reputational damage (see definition under FAQ's), must communicate this with the policy owner as soon as they have identified or been made aware of it - hdmanager@harbourhockey.org.nz.

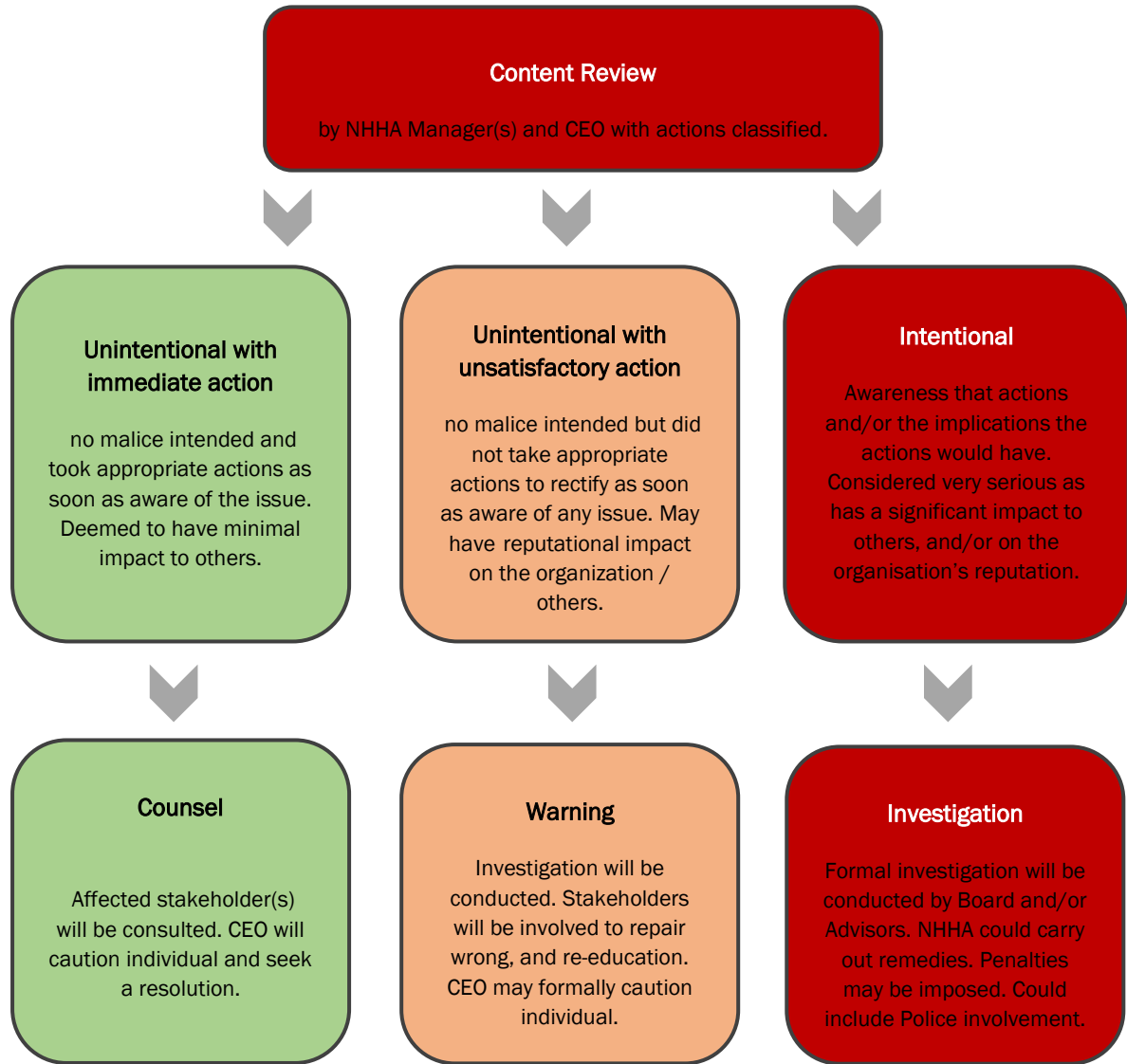
Non-compliance by employees/contractors to this policy and the Social Media Guidelines above will be treated seriously and may result in our disciplinary process being followed.

Non-compliance by volunteers and other NHHA stakeholders to this policy and the Social Media Guidelines above will be treated seriously and may result in an investigation, which could include a hearing and involvement by the Board.

INVESTIGATION PROCESS

When NHHA is informed of a post on social media, that is outside of NHHA's expectations and guidelines NHHA will undertake to remedy the situation as much as practicable.

For employee/contractors any investigation will be in line with the process detailed in their contract. For all other NHHA personnel (including players, coaches and volunteers) the following process will be undertaken.



At the conclusion of any investigations the Policy and procedures committee will review the incident to identify if any improvements can be made to prevent future similar events.

This policy should be considered with the following related NHHA documents:

- Code of Conduct
- Complaints Process
- Child Protection Policy
- Brand Guidelines
- Disciplinary Process

(Hyperlinks to these documents are yet to be added)