

Taunton Vale Sports Club – Hockey Section, Social Media Policy August 2016

Taunton Vale Sports Club – Hockey Section (“TVHC”) recognises that social media provides an effective platform for discussion and information sharing amongst adult and junior club members.

Nevertheless, TVHC also recognises that the use of social media can pose risks to its club members, reputation and compliance with legal obligations. One inappropriate comment can cause distress to one person and impact hundreds of club members.

The purpose of this policy is to protect club members, minimise risk and ensure TVHC’s social media is used appropriately.

This policy covers all members of Taunton Vale Hockey Club.

The Key Message is:

Think before you post!

Posts on TVHC’s social media or media linked to TVHC’s social media, be it photos, comments or links should not be inappropriate. Users must not engage in activities or transmit content that is harassing, discriminatory, menacing, threatening, obscene, defamatory, or in any way objectionable or offensive. Users are personally responsible for what they communicate in social media and should remember that what they publish may be available to a wide audience over a lengthy period of time. Users should not post comments which could be construed as sensitive, objectionable or inflammatory. When using social media, users should respect their audience.

Don’t identify young people in images (i.e. captions to pictures, tagging on Facebook). Communication with young or vulnerable people is covered by England Hockey’s Safeguarding & Protection Policy and specific guidance for Clubs. The key do’s and don’ts are shown at the end of this document.

Remember, the term ‘young person’ means those under 18 years old.

Anyone who finds a post inappropriate should email details to the Club Chairman and Secretary.

Sanctions

Comments that are deemed to flout the above will be removed by the administrators and the person who posted will be informed. Anyone who persistently posts inappropriate content will be dealt with by a disciplinary committee, appointed by the Chairman.

The Club Committee will be informed of any matters relating to young or vulnerable people and deal with the post as appropriate.

Issues relating to adults and the reputation of the Club will be referred to the Chairman and Disciplinary Committee.

The local hockey Leagues and regional hockey associations have made it very clear that any published inappropriate comments about opponents, umpires, officials or other clubs on social media, websites or match reports in the press will be dealt with by them through sanctions such as bans and point deductions.

Controls over Club Specific Social Media

Facebook, Twitter, Instagram, SnapChat and Website, etc

- Facebook: www.facebook.com/tauntonvalehc
- Twitter: @tauntonvaleHC
- Instagram: TauntonValeHC
- SnapChat: TauntonValeHC
- Website: www.tauntonhockey.co.uk

TVHC actively uses various forms of social media and its website to represent the club to the outside world, catering for prospective and current members as well as providing information for other clubs and general browsers seeking knowledge about TVHC. For this reason material published on these mediums is controlled by appointed administrators.

Communication with young people

Communication with young or vulnerable people is covered by England Hockey's Safeguarding & Protection Policy and specific guidance for Clubs. The full guidance can be found at:

<http://englandhockey.co.uk/page.asp?section=650§ionTitle=Guidance+for+Clubs+%26+Associations>

The key do's and Don'ts when communicating with young people are:

- contact players only when necessary
- if players need to be contacted urgently, e.g. for a change in training arrangement, set up a grapevine system
- copy parents into written communication (i.e. letters or emails)
- speak with a player and their parents if there is a need to communicate information in relation to playing, training or competition
- clearly state the club's policy on communication with players and parents.

Contacting young people by phone, text, email or social networking site should never be undertaken without parental consent.

Avoid:

- contacting a young person unnecessarily
- e-mailing young people directly as individuals (but this can be done as part of a disclosed list, once permission has been gained to do so)
- using text or a social networking site as a medium of contact with a young person
- making or receiving calls on a mobile phone during training or at competition (coach). It is inappropriate to compromise the safety of a session
- e-mailing one young person without copying in parents, other players or club members.

Advertising

Any form of advertising of a commercial nature has to be approved by the TVHC Committee prior to being distributed through any channel that is viewed by TVHC Members, including but not exclusive to social media channels.