**TBB Social Media Policy and Guidelines**

Social Media can be a great tool if used correctly. This document outlines the club's policy towards social media usage and the guidelines on what to post online, in line with England Hockey guidance.

Access to TBB Facebook, Twitter and Instagram pages is a trusted responsibility as the user is representing the club to an unlimited audience. Posts can be tracked to the unique user on some platforms to identify who has made the post and who has the ultimate responsibility in publishing that specific content to the public. If the post publisher is not evident then an internal investigation will enable TBB to identify the publisher.

Any abusive or misleading posts will be treated in a similar style to on pitch conduct. Comments written in posts, included in photos or recorded in videos will be treated the same as if the user were to have said the comments, and will be subject to the clubs Disciplinary Code that all users agree to upon joining the club.

Actively using common hashtags can benefit the club and help spread publicity. Recommended hashtags are currently #tbbhockey and #fastfearlessfun

Guidelines

* The pages are set up appropriately for the audience. The settings for the pages should not be changed or modified in any way unless permission is granted from the committee.
* All comments are to be neutral or positive. There is to be no public shaming of individuals, umpires, match officials, teams or supporters for both TBB or the opposition, directly or indirectly.
* There are to be no comments published that may bring TBB HC into disrepute or damage the reputation of the club.
* Social Media is not to be used for a personal gain.
* All photos taken and published should be in line with the TBB Code of Conduct.
* If using pictures of U18’s you will need to check with the age group Junior Manager or the Junior Academy Membership Secretary to ensure that the Club has consent to use the photo, even if consent is given the U18 must not be personally identified without written permission of their parent or guardian
* No particular bias should be given to following or sharing any individual's activity and or posts.
* No personal email addresses or phone numbers are to be used for the creation or administration of TBB Social Media accounts.
* Social Media may not be used to endorse any companies or events that aren’t a sponsor of the club or the club is not taking an active part in.
* “Boosting Posts” or similar should not be taken without permission of the committee due to the financial cost of this process. There is a budget approved for this process which is managed by the Webmaster.
* Sharing of posts of other individuals or pages must follow the same guidelines as above.

Reporting Procedure

* All complaints must be made to the chairman and welfare officer in writing. If it concerns the chairman then it should be reported to the welfare office and vice chairman.
* Complaints should be made in wiring with pictorial evidence of the post (including screenshots, print screens etc) including time and date if possible.

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