



CANTERBURY HOCKEY ASSOCIATION (INC.) REPRESENTATIVE – SOCIAL MEDIA POLICY

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Policy

As part of Canterbury Hockey's representative programme, team members are an extension of the Canterbury Hockey brand. Therefore it is important that the team members represent both themselves and Canterbury Hockey appropriately at all times. Because of the impact, both positive and negative, of social media, Canterbury Hockey requires all team members to be involved in social media only as described below.

Social media includes Facebook, Instagram, Snapchat and Twitter. Team members include players, coaches, videographers, physios and managers

Posting Requirements

When using social media throughout the representative campaign, and including the National Tournaments, team members must not:

- use Canterbury Hockey's name and/or logo in a way that would result in a negative.
- post or share any content (including video footage and photos) that brings, or risks bringing Canterbury Hockey, its officials, its members or its sponsors into disrepute;
- make or endorse any public statements, or post any content (including video footage and photos) that may have a negative effect on any member of the actual or potential team including support staff;
- post or share any comment on player injuries, team selections, playing policies or any other matter which should be regarded as confidential to the team and Canterbury Hockey;
- post or share any content (including video footage and photos) that is unsportsmanlike, abusive, offensive, harassing, demeaning or threatening toward any other individual or entity, including but not limited to another athlete, another team, umpires or officials;
- post or share any content, which, if said in person during the playing of the game would result in a breach of the rules of the game.

Representative teams may create a Facebook group which MUST be closed and have the team manager as an administration member. Teams may also create an Instagram account which MUST be private and have the team manager as the account holder. It is also required that the Canterbury Hockey Marketing & Representative Manager is a member of both groups/accounts.

General Comments

Team members should be aware of the following when using social media related to Canterbury Hockey or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation:

- **Use common sense** – if 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. When using social media, the lines between public and personal may be blurred – remember you are an ambassador for Canterbury Hockey.
- **Protect 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. 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.
- **Pre/Post competition** – be aware of posting content online while under emotional stress or under the influence of alcohol.
- **Honesty** – do not say anything that is dishonest, untrue or misleading.
- **Discrimination, harassment and bullying** – you must not post any material that is offensive, harassing.
- **Code of Conduct** – our code identifies suspension offences relating from inappropriate involvement in social media. Such offences leave significant penalties that can be applied.

Review Time Frame: Three Years

Review Date: March 2018

Next Renewal: March 2021