



MACCLESFIELD HOCKEY CLUB

Social Media Policy

Macclesfield Hockey Club ("MHC") recognises that social media provides an effective platform for discussion and information sharing amongst adult and junior club members.

However, MHC also recognises that the use of social media can pose risks to its members, reputation and compliance with legal obligations. One inappropriate comment can have serious repercussions for individuals and the club.

The purpose of this policy is to protect club members, minimise risk and ensure MHC's social media is used appropriately and forms part of the Club's overall RESPECT Campaign.

This policy covers all members of Macclesfield Hockey Club.

THE KEY MESSAGE IS:

Think before you post!

Posts on MHC's social media or media linked to MHC'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. See The key do's 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 Chairman; and the Welfare officer if they believe there is a safeguarding issue.

SANCTIONS

Comments that are deemed to be inappropriate 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 MHC's disciplinary committee.

The Club Welfare Officer 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 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

To manage the risk on Facebook, MHC has a 'closed group' presence on Facebook with strict controls over membership of that Group. The Group has appropriate Administrators in place to manage requests for access to the group.

Only over 13s will be allowed to join the group, to comply with the global age restrictions for Facebook.

If unsure, administrators will liaise with relevant club members to ascertain the identity of the person requesting to join.

Twitter and Website

MHC uses a Twitter account @MacHockeyClub, Instagram MACCLESFIELDHC and the Website www.pitchero.com/clubs/macclesfieldhockeyclub 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 MHC. 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 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, inform the membership secretary to send out a club wide email or ask administrators to post on social media sites
- 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

Contacting young people by phone, text, email or social networking site should only be undertaken with parental consent.