
BAYSIDE HOCKEY CLUB INCORPORATED
(Bayside HC)

Registration Number A0044571

SOCIAL MEDIA POLICY

Definitions

In this Policy:

Child/Children means a person/s under the age of 18 years.

HA means Hockey Australia.

HV means Hockey Victoria.

Member means a member (including a playing member, non-playing member, social member and life member) of Bayside HC;

Relevant person means a person who is involved with the activities of Bayside HC whether in a paid or an unpaid/voluntary capacity, including:

- a Member;
- a person appointed or elected to the Bayside HC committee and any sub-committee;
- an employee or agent of Bayside HC;
- a support person, including manager, physiotherapist, psychologist, masseur, sport trainer and others;
- a coach, assistant coach and team manager;
- a referee, an umpire or other official;
- a spectator or supporter; and
- a parent or guardian of a player.

Social media means any websites, applications, online tools, functions or technologies that enable people to communicate and/or share content via the internet, including:

- social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer);
- Teamstuff;
- video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine);
- blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger);
- review sites (e.g. Yelp, Urban Spoon);
- live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions);
- podcasting (e.g. iTunes, Stitcher, Sound cloud);
- geo-spatial tagging (e.g. Foursquare);



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- online encyclopaedias (e.g. Wikipedia);
 - instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber);
 - online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live);
 - online voting or polls;
 - public and private online forums and discussion boards; and
 - any other online technologies that allow individual users to upload and share content or network socially.
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Application

This Policy applies to a Relevant Person that uses Social media:

- in an official capacity as a representative of Bayside HC ; and
- in any other capacity to post content in relation to Bayside HC, any other Relevant Person, or any other party, that may affect Bayside HC's Members, teams, officials, administrators, affiliates, competitions, events, sponsors, business, products, services, or reputation.

It covers private actions and behaviour where those actions or behaviour brings Bayside HC, hockey, or sport in general, into disrepute.

Policy

1. Introduction

Social media is changing the way we communicate.

The aim of this policy is to ensure that the Bayside HC community understands what Bayside HC considers to be appropriate use of Social media, and what rights and responsibilities the community has in respect of Social media use related to, or in connection with Bayside HC.

Bayside HC requires that Relevant Persons that engage through Social media to do so in a manner that is responsible, respectable and reflective of Bayside HC's core values. Bullying, abuse, discrimination or other inappropriate behaviour is not tolerated. It is the responsibility of all Relevant Persons to ensure that Bayside HC remains a safe place, free from discrimination, and fear.

This Policy provides practical guidance to ensure that all Relevant Persons feel enabled to interact via Social media whilst being mindful of their responsibilities and obligations, allowing us all to benefit from the use of social media, while minimising potential risks and protecting all involved. This Policy supports Bayside HC's culture of openness, trust and integrity.

2. Bayside HC core values

This Policy supports Bayside HC's culture of openness, trust and integrity and complements, and reflects, Bayside HC's core values. These core values are an important part of the Bayside HC culture, and shape everything we do. Bayside HC expects all Relevant Persons to abide by these values.

The Bayside HC core values are:

Integrity

- Be open, honest and transparent in all dealings;



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- use powers responsibly;
- proactively manage any conduct issues; and
- avoid bias, favoritism or self-interest.

Respect

- Treat others fairly and objectively;
- promote diversity and inclusiveness;
- proactively manage any instance of discrimination, harassment or bullying;
- consider the views of others; and
- respect opposition in all grades of the competition.

Teamwork

- Believe that the whole is greater than the sum of its parts;
- rally around unified goals; and
- provide effective communication channels.

Community

- Be an active contributor and represent the local community; and
- proactively search for ways to support our internal (club) & external (non-club) community.

3. Use of Social media in an official capacity

A person must be authorised by Bayside HC in order to engage in Social media as a representative of Bayside HC, and will be required to confirm that:

- it has read the content relating to eSafety prepared by the Australian Government eSafety Commissioner in following link <https://esafety.gov.au/esafety-information/games-apps-and-social-networking>; and
- it has read, and will abide by, all relevant Bayside HC policies, including this Bayside HC Social Media Policy.

As a part of the Bayside HC community, a person given this authority is an extension of the Bayside HC brand. As such, the boundaries between when a person is representing themselves and when that person is representing Bayside HC can become blurred. This can be of particular concern if the person holds an official position, or has a high profile, within Bayside HC. Therefore, it is important that all authorised persons represent both themselves and Bayside HC appropriately online at all times.

4. Guidelines for appropriate Social media use

A Relevant Person must adhere to the following guidelines when using Social media in relation to Bayside HC, its Members, teams, officials, administrators, other Relevant Persons, competitions, events, sponsors, business, products, or reputation.

Use common sense

If you are unsure whether or not the content you wish to share is appropriate, seek advice from Bayside HC before sharing, or refrain from sharing the content.



When using Social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for Bayside HC.

Protect your privacy

Be smart and protect yourself and your privacy.

If you post 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 will not see it.

Where possible, set your privacy settings on Social media platforms to limit access. Be cautious about disclosing your personal details.

Be honest

Your honesty—or dishonesty—may be quickly noticed in the Social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. Bayside HC recommends erring on the side of caution – if in doubt, do not post or upload.

Except as stated in below, do not post anonymously or use a pseudonym or false screen name. Be transparent and honest. Use your real name, be clear about who you are, and identify any affiliations you have.

Bayside HC acknowledges that there may be instances when a Relevant Person is required, or may prefer, to use a false screen name. This might be, for example, as a consequence of the nature of its employment. A Relevant Person must, in such circumstances, notify the Bayside HC Secretary of this fact and the proposed username upon becoming a member, so that this can be approved and the exception noted in our records.

Relevant Persons who post in an official Bayside HC capacity may, but are not obliged, to post in that capacity provided that the relevant capacity is clear on the face of the post. Note that Bayside HC uses the “**Clyde CommsCougar**” profile across all social media platforms to disseminate Club information and communications. The Clyde CommsCougar entity is only accessible to, and administered by, authorised Bayside HC administrators.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with or have a close relationship to, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal Social media accounts.

Use disclaimers

When appropriate, include a prominent disclaimer stating who you work for, or are affiliated with, (e.g. Member of Bayside HC) and that anything you publish is your personal opinion and that you are not speaking in an official Bayside HC capacity. This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have legal effect.

Act reasonably

If you are an employee of Bayside HC, your personal use of Social media must not interfere with your work commitments or productivity.



Respect confidentiality and sensitivity

You must maintain the privacy of Bayside HC's confidential information at all times, and this includes when using Social media.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Confidential information includes information that is not publicly accessible, widely known, or not expected to be shared outside of Bayside HC. It includes things such as unpublished details about our teams and coaching practices, Member personal data, financial information, trade secrets, unreleased product information and details about disputes or litigation.

When using Social media, be considerate to others and do not post information if you have been asked not to, or where consent has not been given. You must remove information about a person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, and directly relates to, or identifies, an individual. This is particularly relevant in relation to any information regarding Children. In such circumstances, parental or guardian consent is mandatory.

Obtain prior permission before publishing an image

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

Refrain from posting any information or photos of a sensitive nature. This could include information about accidents, incidents or controversial behaviour.

In every instance, you must have the consent of the owner of copyright in the image before you post it.

Comply with applicable laws

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

Abide by copyright laws

You must comply with the laws governing copyright in relation to material owned by others, including Bayside HC's own copyrights and brands.

Never quote or use more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

Do not discriminate, sexual harass or bully

The public in general, and the Bayside HC community, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

Deal with mistakes promptly

If you make an error while posting on Social media, be transparent about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If a complaint is made about a post you have made, you may seek assistance from the Bayside HC Secretary on how to handle the issue, if required.



Be conscientious and aware of the consequences of your actions

Keep in mind that what you write is your responsibility. Your failure to abide by these guidelines could put your Bayside HC membership or employment at risk.

Always follow the terms and conditions relevant to any third-party sites in which you participate.

Branding and intellectual property of Bayside HC

You must not use any of Bayside HC's intellectual property or imagery on your personal Social media without prior written approval from Bayside HC.

Bayside HC's intellectual property includes, but is not limited to:

- trademarks;
- logos;
- slogans; and
- imagery which has been posted on Bayside HC's official Social media sites or websites.

You must not create an official or unofficial Bayside HC presence on Social media using the association's trademarks or name without prior written approval from Bayside HC.

You must not imply that you are authorised to speak on behalf of Bayside HC unless you have been given written authorisation to do so by the Club Secretary or Club President.

5. Position statements

As detailed in the Bayside HC Member Protection Policy (available on the Bayside Hockey Club website), Bayside HC has adopted, and requires that all Relevant Persons comply with, the position statements in the HA Member Protection Policy (**HA Policy**) including those that relate to anti-discrimination and harassment, bullying, cyberbullying and cyberstalking, and social networking. The HA Policy can be downloaded [HERE](#).

Breach

Examples of actions and behaviour that are in breach of this Policy

The following are examples of actions that constitute a breach of this Policy:

- using Bayside HC's name, and/or logo in a way that may result in a negative impact for the association, and/or its Members;
- posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libelous;
- posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language;
- posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game;
- posting or sharing any content in breach of any Bayside HC Policies, including its Conduct and Behaviour Policy;
- posting or sharing any content that is a breach of any State or Commonwealth law;



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- posting or sharing any material to the Bayside HC's Social media channels that infringes the intellectual property rights of others;
- posting or sharing material that brings, or risks bringing Bayside HC, any Relevant Person, or its affiliates, the sport of hockey its officials or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

Reporting a breach

Persons should immediately report inappropriate or unlawful content online relating to Bayside HC or any other Relevant Person, or content that may otherwise have been published in breach of this Bayside HC Social Media Policy, by emailing the Bayside HC Secretary at: secretary@baysidehockey.com.au. Include as much information as possible including a screenshot and online location (e.g. fb group), date of post if not obvious, and name of person who made the post.

Action

Bayside HC may take disciplinary action against any Relevant Person if it breaches this Policy.

Action may include:

- a verbal warning;
- suspension from training or games;
- removal from position (eg as coach); or
- suspension or termination of Bayside HC membership.

Questions

If you have any questions, concerns, or issue relating to the content of this Policy contact the **Bayside HC Secretary** on secretary@baysidehockey.com.au.

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