

HALTON FIELD HOCKEY CLUB
SOCIAL MEDIA AND EMAIL POLICY

The Halton Field Hockey Club (the Club) recognizes the importance of maintaining communication with players, families, neighbourhoods and stakeholders to create awareness and the promotion of the sport and that Social Media (defined below) is a tool for engaging the Club's supporters.

This Policy is designed to protect the interests and reputation of the Club and its stakeholders by ensuring directors, members, volunteers, coaches and players are equipped with the necessary knowledge and skills to appropriately use Social Media.

This Policy applies to, but is not limited to, the use of Twitter, Facebook, Instagram, YouTube, blogs, websites and any other public online forum (together Social Media).

This Policy applies to directors, members, volunteers, coaches, players, parents and volunteers.

The Club encourages coaches, players, parents, volunteers, members, directors and the Club's supporters to use Social Media but that any time they post, they are considered to represent the Club.

The Board will approve official Club use of Social Media.

General Guidelines

1. Communication materials and all Social Media posts should:
 - be genuine, truthful, respectful and positive;
 - encourage respectful comments and conversation;
 - help grow the Club's culture and inform others about the Club or the sport of field hockey.
2. Any language deemed to be inappropriate, which may include but is not limited to, harassment, explicit or threatening language, sexual, racial or ethnic slurs or any type of cyber-bullying directed at another player, coach, official, member, volunteer or parent is expressly prohibited by the Club.
3. Communication materials and all Social Media Posts should not contain confidential, competitive or sensitive Club information or personal information in relation to any player, coach, official, member, volunteer or parent.
4. The Club's Board of Directors reserves the right to delete and remove any comment or post that violates this Policy. In addition, the Club reserves the right to ban or block users that persist in posting material outside the intended nature of Club communications.
5. Any directors, volunteers or coaches that wish to transmit Club material are required to seek permission from the President.
6. The Club's intellectual property, including name, logo and imagery which has been posted on the Club's official Social Media sites or website should not be used for personal Social Media accounts without the express permission of the Board of Directors.
7. When using Social Media and where possible, identify yourself and state that any opinions are yours and do not represent those of the Club.

8. Use common sense and good judgement when using Social Media as statements could have an impact on the Club's reputation.
9. Be smart about protecting the privacy of others.
10. If you would not say something to a member of the media, do not publish it on any form of Social Media.
11. Users are accountable for their actions and what they communicate via Social Media and are required to comply with applicable law.
12. The Club has zero tolerance for any infractions of this Policy and those seen to violate this Policy may be asked to discontinue association with the Club.
13. Inappropriate or unlawful content online relating to the Club, or content that may otherwise have been published in breach of this Policy should be reported to the President immediately.

Players, Parents/Spectators, Coaches

1. During participation in Club programs, including training, travel and competition, players, parents/spectators and coaches are encouraged to participate in Social Media activities that celebrate the achievements of players and the Club.
2. Cameras are not permitted on the bench during competitions.

Authorized Users

1. Only authorized individuals may speak on behalf of the Club. Authorized individuals include the Club President, directors or individuals approved by the Board.
2. Those individuals who have been granted Club email accounts shall not be use them for personal use. The purpose of these accounts is to communicate information regarding the Club in one's designated capacity.
3. Club information must be released through the Club's official Social Media accounts before others can publish such information through their personal accounts.