

SOCIAL MEDIA POLICY

March 2019

Social media is a part of our everyday lives and is changing the way we communicate. For La Trobe University Hockey Club (the Club) social media is an important channel for communication with members and the wider hockey community. It is also a channel used by members as a means of engaging with one another.

This policy aims to guide members on the effective and appropriate use of social media, while ensuring members are mindful of their responsibilities when engaging with others online.

RESPONSIBILITIES & COMMUNICATION

The Club encourages the open sharing of information of interest to members on personal social media accounts and profiles.

All content published or shared by members, coaches, volunteers, parents and other associates, which is related to hockey, even on personal social media channels, is considered subject to this policy.

We ask everyone posting on social media about hockey to:

- Exercise common sense
- Be respectful of others, even if you disagree with them
- Avoid obscene or defamatory language
- Be factually correct and accurate
- Consider if this is the most appropriate channel for what want to say
- Consider whether your content might impact the Club's reputation
- Refrain from creating any pages, groups, channels or profiles using the Club's name or abbreviation or logo, unless approved by the Board

The following examples are considered breaches of this policy:

- Uploading content which is damaging to the reputation of the Club
- Complaining about the Club, Hockey Victoria, La Trobe University, Club sponsors or other Club associates in an inappropriate or disrespectful manner

- Making derogatory, defamatory or abusive comments about another club, player or umpire
- Posting obscene images or offensive comments about a team member
- Anything which might be considered bullying, discrimination or harassment
- Creating a Facebook Group for your team using the Club's name or logo in any way

CLUB CONDUCT

The club's only official social media channels are:

- [facebook.com/latrobeunihockey](https://www.facebook.com/latrobeunihockey)
- [instagram.com/latrobeunihockey](https://www.instagram.com/latrobeunihockey)
- twitter.com/latrobehockey

All other accounts are unofficial and are not endorsed by the Club.

The Club, and those responsible for running the Club's social media accounts, follow the same standards expected of members. If you consider anything posted on a club account does not meet the standards please contact the Digital Coordinator.

BREACHES

Breaches of this policy are subject to disciplinary action as per the Club's Code of Conduct.

QUESTIONS

If you have any questions regarding this policy, please contact the Member Protection & Information Officer.