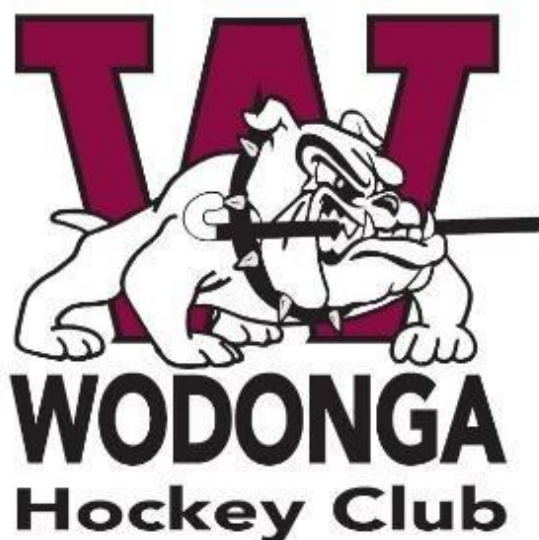


SOCIAL MEDIA POLICY **of the** **WODONGA HOCKEY** **CLUB INC.**



Social Media sites such as Facebook, Myspace, Twitter, Flickr, LinkedIn, YouTube, as well as Forums and Blogs are exciting avenues expressing creativity, and sharing interests and knowledge. Participation in these online communities is therefore supported. However, utilising such media platforms in an inappropriate manner can cause distress to both individuals or groups of members and can detract from the community's overall enjoyment of hockey.

The Wodonga Hockey Club social media policy is guided by the key principles of the Clubs Code of Conduct which are:

- The Wodonga Hockey Club wishes to operate in an environment where people show respect for others and their property. Respect is defined as consideration for another's physical and emotional wellbeing and possessions, to ensure no damage or deprivation is caused to either
- The Wodonga Hockey Club wishes to operate in an environment that is free from harassment. Harassment is defined as any action directed at an individual or group that creates a hostile, intimidating or offensive environment. (Refer to Victorian Sports Commission Guidelines for Harassment Free Sport).
- The Wodonga Hockey Club wishes to operate in a non-discriminatory environment. Respect the right, dignity and worth of every human being - within the context of the activity; treat everyone equally regardless of gender, ethnic origin or religion.

Persons to whom this Code applies acknowledge and agree to comply with the disciplinary and grievance procedures promulgated by the Wodonga Hockey Club. If any disciplinary action is taken, persons directly affected shall be given the opportunity to participate in those proceedings.

The Wodonga Hockey Club promotes responsible use of social media and requires its members when posting about the Club, its members, supporters, or Club endorsed, promoted or conducted events or activities, to observe the following guidelines for responsible social media use.

1. The Wodonga Hockey Club requires members to take responsibility for their own words and for the comments allowed on their sites or forums. Wodonga Hockey Club members will not post unacceptable content and will delete comments that contain it. Unacceptable content is defined as anything included or linked to that:
 - a) is being used to abuse, harass, stalk or threaten others
 - b) is libellous, knowingly false, or misrepresents another person
 - c) infringes upon a copyright or trademark
 - d) violates an obligation of confidentiality
 - e) violates the privacy of other
2. The Wodonga Hockey Club members don't post anything online that they wouldn't say in person.
3. The Wodonga Hockey Club members connect privately before they respond publicly. When members encounter conflicts and misrepresentation in social networking sites, they make every effort to talk privately and directly to the person(s) involved or find an intermediary to do so before publishing any posts or comments about the issue.
4. The Wodonga Hockey Club strongly discourages personal attacks. When someone who is publishing comments that are offensive, members will tell them so (privately, if possible—see 3 above).

5. The Wodonga Hockey Club prefers members not to respond to nasty comments about them, their group, event or site. If posts veer into abuse or libel, the Wodonga Hockey Club supports the use of mediations, disciplinary, and grievance procedures to resolve issues.

6. The Wodonga Hockey Club recognises the value of Club sponsored Teams to utilise Social Media sites such as Facebook to connect with, share information, and arrange events. To this end, the Club will establish a Team Facebook page for each Club sponsored Team. The structure of the page will include;
 - Coach and Manager (moderator)
 - Club Committee Member (administrator)No alternative Facebook page, or alternative social media platform, is allowed.

The Wodonga Hockey Club encourages all members to “think before posting”. Members should recognise that even if posting to a private section of a social networking site comments can appear in public areas through a variety of means and the Wodonga Hockey Club can easily be found.

Persons to whom this Code applies acknowledge and agree to comply with the disciplinary and grievance procedures promulgated by the Wodonga Hockey Club. If any disciplinary action is taken, persons directly affected shall be given the opportunity to participate in those proceedings.

Members should avoid posting something they will regret now or later.