

Norwich Dragons Hockey Club

Social Media Policy



Norwich Dragons Hockey Club (“Dragons”) recognises that social media¹ provides an effective platform for discussion and information sharing amongst adult and junior club members.

Nevertheless, Dragons also recognises that the use of social media can pose risks to its club members, reputation and compliance with legal obligations. One inappropriate comment can cause distress to one person and impact hundreds of club members.

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

This policy covers all members of Norwich Dragons Hockey Club.

The Key Message is:

Think before you post!

Posts on Dragon’s social media or media linked to Dragon’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. The key do’s and don’ts are shown 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 info@norwichdragonshc.co.uk.

Sanctions

Comments that are deemed to flout the above 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 Dragons’ disciplinary committee.

The Welfare Officer will be informed of any matters relating to young or vulnerable people and deal with the post as appropriate. If unavailable, the Deputy Welfare Officer will be informed, along with another administrator who can assist the Deputy Welfare Officer.

Issues relating to adults and the reputation of the Club will be referred to the President and Disciplinary Committee.

The League has 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, Dragons has a ‘closed group’ presence on Facebook with strict controls over membership of that Group. The Group has Administrators in place to manage requests for access to the group

¹ By Social Media we mean, but not exclusively, Myspace, Facebook, Twitter, YouTube, LinkedIn, Wikipedia, Bebo and the like.

two of the Women's Club and two of the Men's Club will be administrators. Of these four club members, the club's Welfare Officer and Membership Secretary will be administrators. The administrators will ensure that those wishing to become part of the group are, or have been, Dragons' Hockey Club Members or are affiliated to the club in another way (for example regular umpires) or are bona fide supporters of the club.

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

Dragons uses a Twitter account @Dragons_hc and the Website www.norwichdragonshc.co.uk 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 Dragons. For this reason material published on these mediums is strictly controlled by the President and Communications Manager.

Communication with young people

As mentioned above, 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 and Don'ts 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, set up a grapevine system
- 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
- clearly state the club's policy on communication with players and parents.

Contacting young people by phone, text, email or social networking site should never be undertaken without parental consent.

Avoid:

- contacting a young person unnecessarily
- e-mailing young people directly as individuals (but this can be done as part of a disclosed list, once permission has been gained to do so)
- using text or a social networking site as a medium of contact with a young person
- making or receiving calls on a mobile phone during training or at competition (coach). It is inappropriate to compromise the safety of a session
- e-mailing one young person without copying in parents, other players or club members