



Wagga Wagga

Association

Combined Hockey

Social Media Policy

The latest trends in Social Media add to the armory for Associations and Clubs and give the opportunity to build the Associations and Clubs profiles in the community and provide online tools where members and stakeholders can get connected and informed. However its not a catch all, and it should be remembered that not all Association and Club members are tapped into the on line world as others-our web sites, e-mail outs, Facebook pages and word of mouth will continue to play a pivotal role in the way that the Association and Clubs engage and communicate with our community.

All social media platforms that are engaged by the Association and Clubs should be on line areas where our members (current and potential), sponsors and the wider hockey world feel comfortable sharing, connecting and receiving help. Regular posting/updating by Wagga Wagga Combined Hockey Association as well as Clubs will be encouraged however it is important to remember that we should not overload our readers in order to keep them engaged with our output.

Usage Guidelines

- . Social media channels should be used to promote the Association and Clubs in a positive manner.
- . Remember that the readers of the Association and Club posted social media content can include current and past members, potential members, family/friends of members, sponsors, administrators, rival Associations and Clubs, as well as the wider hockey community. Consider that before you publish and make sure you aren't alienating any of those groups.
- . Recognise the permanence of social media.
- . Be aware that we are a family Association and Clubs, and readers of our social media output, are of all ages. This should be reflected in the language and tone used when posting.
- . Exercise good judgement and pause before posting.
- . Don't reveal confidential or proprietary information pertaining to the Association or your Club.
- . Be respectful
- . Don't criticise officials, governing bodies of fellow Associations and Clubs.

- . If you wouldn't say it to someones face then don't post it online.
- . Posting of images/video of Junior members should only be done with the permission of parent/guardian.
- . Member contact details should not be disclosed unless done so with the permission of member.

Breaches of the policy will be addressed by the Association Board.

Anyone wishing to discuss any aspect of this policy is invited to contact any Board member of the association.

Prepared By: Ken Larkin

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Checked By: Carla Bailey

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