



SOCIAL MEDIA POLICY FOR JUNIOR CLUB VOLUNTEERS & STAFF

Introduction

The aim of this policy is to provide volunteers, coaches, and managers, involved with junior hockey clubs with guidance regarding their use of social media. The purpose of this is to ensure that volunteers and staff do not leave themselves open to any allegation of misconduct, and do not bring their club or the EIHA into disrepute.

The EIHA recognises that the use of social media is an important means of communication and support for many people, and whilst not wishing to be excessively restrictive, would ask volunteers to uphold the EIHA's values and standards of conduct in their social media usage.

Social media in this context includes:

- Social networking sites e.g. Bebo, Facebook, Piczo, Hi5 and MySpace.
- Micro-blogging services e.g. Twitter.
- Video-sharing services e.g. You Tube.
- Photo-sharing services e.g. Flickr, Snapchat.
- Online games and virtual reality e.g. second life.
- Blogs and fora such as THF.

Policy

- Volunteers are advised to utilise privacy controls on their social media to ensure that their content is restricted to their contacts and cannot be viewed by non-contacts.
- Volunteers must not 'friend' or 'follow' junior players or parents from personal accounts on social media.
- The EIHA recognises that some volunteers may also be personal friends of players' parents. In these circumstances, communications relating to the club should be kept separate from personal social media contact, and through the designated channels.

- Personal social media accounts should not be used to communicate with junior players.
- Social media should not be used as a medium to criticise players, other volunteers, clubs, facility providers or organisations involved in ice hockey.
- Volunteers should not publish photographs or video of junior players on their personal social media. Where a volunteer’s own child is involved in the junior club, any use of personal photo or video is governed by the EIHA’s policy on this subject for parents and guardians.
- Volunteers should refrain from posting items that could reflect negatively on the Club/EIHA or otherwise embarrass the Club/EIHA, including comments or other posts about drug or alcohol abuse, discriminatory, abusive, obscene or other inappropriate language, content or insults.
- Volunteers should not use social media to engage in any conduct that would not be acceptable at the Club’s events or while in the presence of the Club’s members.
- Volunteers using social media should respect the law, including those laws governing defamation, discrimination, harassment, and copyright and fair use.
- Volunteers should avoid any form of bullying, including cyber-bullying.
- Social media users should respect differences and appreciate diversity of opinions.
- Volunteers should not use Club or EIHA logos, unless specifically authorised to do so.
- Confidential information about the Club, players other volunteers or anyone else (such as facility providers) should not be shared.
- If you publish content to any website outside of your club, and include reference to your position within the club, then you should use a disclaimer such as: "The postings on this site are my own and do not represent the views of [name of club]."
- Report to the Club Designated Safeguarding Lead any concerns you may have regarding use of social media by any other volunteer or junior player.

Any breaches of this policy may be considered misconduct and be investigated under safeguarding or misconduct procedures.

The EIHA is committed to regular review of its policies and procedures. Overall responsibility for this policy and its implementation lies with:	
Adopted on	
Last reviewed	