

Hockey Wales

Social Media Policy



Name of Author	Chief Executive Officer
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1. Introduction

Social media has become an integral part of modern-day life; providing a platform for people to be heard. When interacting with social media correctly it can become a powerful force for good, so we want to encourage people across the Hockey Wales network to engage with social media positively.

It is important that the reputation of Hockey Wales, its members and the sport generally is not tarnished by anyone using social media inappropriately, particularly in relation to any content that might reference Hockey Wales.

When someone clearly identifies their links with Hockey Wales, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately and in the ways that are consistent with Hockey Wales values and policies.

This policy aims to provide some guiding principles to follow when using social media, it does not apply to the personal use of social media platforms by Hockey Wales members that makes no reference to Hockey Wales or related sport issues.

2. Definition of Social Media

For the purposes of this policy, social media is a type of interactive online media that allows parties to communicate instantly with each other or to share content in a public space. This includes online social forums such as Twitter, Facebook and LinkedIn. Social media further encompasses video, blogs and image-sharing websites such as YouTube, Instagram and Flickr.

Those reading this policy should be aware that this is not an exhaustive list and there are many more examples of social media than can be listed. Social media is rapidly changing, meaning our policies will evolve over time

3. Scope

Sections within this policy apply to both to Hockey Wales staff and members

This policy covers all forms of social media including, but not limited to, activities such as:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Twitter or MySpace).
- Content sharing including Flickr (photo sharing) and YouTube (video sharing).
- Commenting on blogs for personal or business reasons.
- Leaving product or service reviews on retailer sites or customer review sites.
- Taking part in online votes and polls.
- Taking part in conversations on public and private web forums or message boards; or
- Editing a Wikipedia page

The intent of this policy is to include anything posted online where information is shared that might affect members, stakeholders, sponsors or Hockey Wales as an organisation and the reputation of the sport in general.

Staff of Hockey Wales:

4. Using social media outside work

The personal image you project in social media may adversely reflect on the image of the organisation. We recommend you:

- a) Show yourself in your best light. By identifying yourself as a Hockey Wales employee within a social network, you are now connected to your colleagues, sponsors and stakeholders. You should ensure that content associated with you is consistent with your work at Hockey Wales.
- b) Think twice. You should use mature discretion in all personal communications in social media. If you wouldn't write something on email, on Hockey Wales headed paper, or say out loud in public, then you shouldn't put it on a social networking site. They are very public forums and should be treated as such.
- c) Use a disclaimer. When using social media for personal purposes, you must not imply you are speaking for Hockey Wales. Avoid use of the organisation's e-mail address, logos or other identification. Make it clear that what you say is representative of your personal views only. Where possible, you should include a standard disclaimer, such as: **"Statements and opinions here are my own and are not that of my employer "**.
- d) Know your obligations. You must comply with other organisational policies when using social media. For example, you should be careful not to breach data protection policies.
- e) Show respect to all. You should be respectful of the organisation and your colleagues.

5. Using social media for communication at work

If staff use social media with due care, it can be of real benefit to Hockey Wales. For example, a LinkedIn profile highlights the expertise of our people. Twitter and Facebook can help generate enthusiasm for and awareness of our work. Social media enables people to express opinions and share information as part of a globally distributed conversation. Each tool and medium have proper and inappropriate uses.

If you are keen to do so, Hockey Wales encourages you to share Hockey Wales Facebook posts, retweet and to positively post items about your work. This helps to build the profile of our organisation. However, whilst Hockey Wales encourages all its staff to join in conversations, it is important to understand what is recommended, expected and required when you discuss Hockey Wales related topics.

Hockey Wales expects you to exercise personal responsibility whenever you participate in social media. This includes not breaching the trust of those with whom you are engaging. You should be sure that you are presenting accurate information and ensuring audiences are not misled.

6. Further Guidance to staff

You should:

- a) Not set up any social media platforms or feeds as a Hockey Wales account or a Hockey Wales department account, unless otherwise instructed to as part of your work.
- b) Abide by the Hockey Wales IT, Code of Conduct and Data Protection policies. If you have any uncertainty about publishing something online, this document may help. If you still don't know if something you want to publish is appropriate, it is best to hold back and seek the advice of your line manager or other relevant person.
- c) Declare yourself. Some bloggers work anonymously, using pseudonyms. Hockey Wales believes in transparency and honesty and we encourage you to use your real name, be clear who you are and identify where you work. If you have a vested interest in something you are talking about, ensure you have made this clear. What you publish will be around for a long time so consider the content carefully and be sensible about disclosing personal details.
- d) Write using your own voice; don't be afraid to show your personality and talk from your own perspective. If the nature of the content is contentious, seek the advice of your line manager or other relevant person before you contribute.
- e) Follow copyright and data protection laws. For the organisation's protection as well as your own, it is critical that you stay within the legal framework and be aware that libel, defamation, copyright and data protection laws apply. Ask permission to publish or report on conversations that are private or internal to the organisation. Be aware that content on social media websites may be subject to Freedom of Information requests.
- f) Add value. Hockey Wales' reputation is made up in a large part by the behaviour of its staff and everything you publish reflects on how we are perceived. Social media should be used in a way that adds value to our business.
- g) Though not directly Hockey Wales related, background information you choose to share about yourself, such as information about your family or personal interests, may be useful in helping establish a relationship between you and your readers, but it is your decision to share this information.
- h) Not be defensive. When you see inaccuracies articulated about Hockey Wales or related by partners, journalists or by other bloggers, you may use social media politely and sensitively to point out the situation as you see it. Please also advise your line manager or other relevant person that you have identified information that is inaccurate or could damage the reputation of the organisation.
- i) Be prepared for a two-way conversation. And be aware that people are entitled to their views. You must make sure that what you say is factual and avoid unnecessary or unproductive arguments.
- j) Handle offensive comments swiftly and with sensitivity. If a conversation turns and becomes offensive in terms of language or sentiment, make sure you inform your audience exactly why you have removed the comment. For example, "This comment was removed

because moderators found the content offensive. I will respond to your comments but please respect the views of all participants.”

- k) React to your own mistakes and use your judgment. If you make a mistake, be up front about your error and correct it quickly. In a blog, if you choose to modify an earlier post, make it clear that you have done so.
- l) Remember that there are consequences to what you publish. If you're about to publish something that makes you uncomfortable, review the suggestions in this document. If you're still uncertain, discuss it with your line manager or other relevant person. Ultimately, however, you have sole responsibility for what you post or publish in any form of online social media.
- m) Do not forget the day job. You should make sure that your online activities do not interfere with your job, and do not talk about Hockey Wales in a derogatory way.

7. Hockey Wales' Protocol for Social Media use

If you already use social networks or blogs for personal use and you have indicated in any way that you work for Hockey Wales you should add a disclaimer that states that opinions on this site are your own.

If your actions are considered to bring the organisation into disrepute or breach any other aspects of this or associated policies, you may be subject to action under Hockey Wales' Disciplinary Policy. If you break the law using social media (for example by posting something defamatory), you will be personally responsible.

All information you post using social media may be subject to the Freedom of Information Act. You also must adhere to the following principles:

- All information created as part of your job role constitutes a Hockey Wales record and is evidence of the organisation's work and may be needed for reference by others in future.
- All information is subject to a retention period, specifying how long it must be kept.

Any use of social media (whether or not accessed for work purposes) may be monitored and, where breaches of this policy are found, action may be taken under Hockey Wales' Disciplinary Procedure. If you notice any use of social media by other staff in breach of this policy, please report it to your line manager.

8. Guidance for Line Managers

Line Managers should not adopt an unnecessarily restrictive approach. Line Managers should bear in mind concerns about impartiality, confidentiality, conflicts of interest or commercial sensitivity. In some cases, individuals may be dealing with matters which are so sensitive that rules may have to be set on what they can and cannot talk about using social media. Any instructions should be reasonable and explained clearly to staff.

General guidance for Hockey Wales Members:

9. Guiding Principles

The World Wide Web is not anonymous. Hockey Wales members should assume that everything they write can be traced back to them.

Due to the unique nature of sport, the boundaries between Hockey Wales members and staff profession, volunteer time and social life can often be blurred. It is therefore essential that everyone makes a clear distinction between what they do, think or say in their capacity as a member of Hockey Wales (as Hockey Wales considers members of the organisation as its representatives) and what they do, think or say as an individual.

When using the internet for professional or personal pursuits, all members must respect all Hockey Wales sponsors, stakeholders, members, staff and anybody else involved in our sport and follow the guidelines in place to ensure that sport's intellectual property or its relationships with members, sponsors and stakeholders is not compromised (see Branding and Intellectual Property below) or the organisation is brought into disrepute.

10. Usage

For Hockey Wales members using social media, such use must not:

- contain, or link to, libellous, defamatory or harassing information.
- comment on or publish information that is confidential in anyway.
- bring the organisation or the sport into disrepute; or
- otherwise be in breach of the Hockey Wales Code of Conduct.

11. Branding and Intellectual Property

Only the Hockey Wales official social media and website(s) have the right to use any logo or trademarks belonging to the organisation. It is important that any logo or trademarks belonging to Hockey Wales are not used in personal social media applications as doing so will be a breach of this policy.

12. Consideration towards others when using Social Networking Sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users worldwide. Hockey Wales members must recognise that it may not be appropriate to share photographs, videos and comments in this way, especially when there may be an expectation that they will not appear publicly. In certain situations, Hockey Wales members could potentially break the law or inadvertently make Hockey Wales liable for breach of copyright.

Hockey Wales members should be considerate to others and should not post information when they have been asked not to, or if formal consent has not been obtained. Information about another person posted without permission must always be removed if requested as soon as possible, ideally immediately.

Under no circumstance should offensive comments be made about Hockey Wales, staff, members, sponsors, stakeholders or our sport online.

13. Breach of Policy

Detected breaches of this policy should be reported to Hockey Wales Lead Safeguarding Officer

If detected, a breach of this policy may result in disciplinary action under the Hockey Wales governing documents including its Articles of Association, Byelaws, Disciplinary Regulations and other relevant policies.

Further Information

For further information about any aspect of the Hockey Wales Social Media Policy, please contact:

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