



## Ball Hockey UK

### Social Media Policy

## Statement Of Intent

Social media is so much a part of everyday life now that it is taken for granted. Our computer-based technology allows us to readily share our thoughts and ideas as well as enabling us to share information at the press of a button.

As social media is such an important element of the image Ball Hockey UK (BHUK) is intent on promoting it is imperative that we control the material published and ensure that it consistently portrays BHUK in a positive manner.

## Scope

Social media covered by this policy includes (but is not limited to):

- social networks, such as Facebook, LinkedIn, Twitter, WhatsApp, Snapchat, TikTok and Instagram;
- video-sharing sites such as Vimeo and YouTube;
- websites - both personal and professional;
- blogs;
- chat rooms and bulletin boards.

## Responsibilities

With these opportunities come responsibilities. Whilst BHUK, and the sport generally, can benefit from the use of social media, it is essential that potential risks are minimised and everyone involved is protected. It is imperative, therefore, that informed decisions are made about how social media is used and therefore BHUK will:

1. not post derogatory or critical comments about other players, their club or any match officials;
2. avoid hostile or harassing communications in any posts or other online communication;
3. acknowledge all material that is copyrighted with citations and links;
4. not respond to any inaccurate comment about BHUK or anyone associated with it without first seeking guidance from the BHUK president.

BHUK has designated a social media secretary who has the responsibility for the set-up, management and moderation of all social media posts. BHUK is confident that this person is

suitably trained and aware of all online safeguarding issues. Furthermore, BHUK will support the social media secretary by ensuring that everyone associated with the organisation is aware of their online responsibilities.

In terms of official postings on social media, BHUK will be responsible for reviewing responses to online posts and resolving any concerns before they are posted. BHUK does not authorise anyone to post on social media on behalf of the organisation unless they are authorised by the social media secretary or the president.

This policy does not apply to the personal use of social media where it is not related to or there is no reference to BHUK, or its competitions, other teams, other players, sponsors, or the reputation of ball hockey in this country. Any material that is posted on a personal social media site concerning anything related to ball hockey should include a disclaimer stating that anything published is a personal opinion and that it is not an official statement.

BHUK will apply common sense as the best guide to whether the content of a post is appropriate. Obviously, anything that is dishonest, untrue or misleading and any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate will never be posted.

Mindful of the fact that the minimum age for most social media services is 13 years old, BHUK will not encourage the use of its social media platforms by under-age users. There are a number of safety and help organisations, such as <https://www.thinkuknow.co.uk/> that provide useful tips on how we can keep children safe online.

In order to protect BHUK and everyone associated with it, privacy will be protected. Any content posted online has the potential to become publicly available, even if that was not the intention. Privacy settings on social media platforms therefore, are set to limit access and contact details listed will be the phone number or email address of BHUK and not personal contact details.

The name and logo of BHUK will not be used in a way that would result in a negative impact for the organisation, other clubs or their members. And any online content relating to BHUK or any of its members that is deemed to be inappropriate, or content that may otherwise have been published in breach of this policy, must be reported to the organisation's president.

## Monitoring & Review

We are committed to reviewing our policies and good practice every three years or sooner if there are any changes in legislation or government guidance or as a result of any other significant change or event.

Policy Owner	Ball Hockey UK
Policy Title	Social Media Policy
BHUK Contact Email	<a href="mailto:contactBHUK@gmail.com">contactBHUK@gmail.com</a>

BHUK Website	<a href="http://www.ballhockeyuk.com">www.ballhockeyuk.com</a>
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