



HOCKEY AUSTRALIA

SOCIAL MEDIA POLICY

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1. INTRODUCTION

- 1.1. Social Media offers individuals, groups and organisations the opportunity to interact in public or private online communities of shared interests to create, share and consume content.
- 1.2. Hockey Australia (**HA**) recognises the value of Social Media as a beneficial tool and medium for Relevant Persons and Relevant Organisations to engage, interact, communicate, learn and promote Hockey in Australia.
- 1.3. When a Relevant Person clearly identifies their association with HA or another Relevant Hockey Organisation and/or discusses their involvement in a Hockey Activity, they are expected to behave and express themselves appropriately and in ways consistent with HA's stated values and policies.
- 1.4. As such, HA has developed this Policy to protect, promote and educate Relevant Persons and Relevant Organisations about the use of Social Media in a safe and appropriate manner.
- 1.5. This Policy prescribes Prohibited Conduct and provides some guiding principles to follow when using Social Media.
- 1.6. This Policy should be read in conjunction with other HA policies and procedures, including the HA Member Protection Policy and HA Code of Conduct.
- 1.7. HA's current official Social Media profiles and channels are:
 - (a) Facebook (facebook.com/HockeyAustralia);
 - (b) Twitter (@HockeyAustralia);
 - (c) Instagram (HockeyAustraliaOfficial);
 - (d) YouTube (youtube.com/user/HockeyAustralia); and
 - (e) LinkedIn (hockey-australia)

2. DEFINITIONS

In this Policy, the following words have the corresponding meaning:

Activity means a Hockey match, competition, event, or activity (including training), whether on a one-off basis or as part of a series, league, or competition, which is sanctioned or organised by a Relevant Organisation (e.g., international matches, national championships or domestic leagues).

Athlete means a person who is registered, or entitled to participate, in a Relevant Hockey Organisation Activity.

Australian Hockey Organisation (AHO), which means and includes:

- (a) Hockey Australia;
- (b) Member Associations;
- (c) Regional Associations, and

(d) Clubs.

Authorised Provider means the Hockey 1 League Pty Ltd or other non-Member organisations that conduct Activities, or any other programs approved by, affiliated, or sanctioned in any way with an Australian Hockey Organisation.

Club means any hockey club which is a member of, or affiliate to a Regional Association or Member Association that enters an Athlete or a Team to participate in an Activity.

Contractor means any person or organisation engaged to provide services for or on behalf of a Relevant Organisation, and includes:

- (a) agents, advisers, and subcontractors of a Relevant Organisation and
- (b) employees, officers, volunteers, and agents of a Contractor or subcontractor.

Employee means a person employed by a Relevant Organisation.

Hockey means the sport of hockey and includes field, indoor and other modified versions of these forms of hockey as governed by HA and the FIH from time to time.

Hockey Australia (HA) means Hockey Australia Limited (**ACN 088 988 836**) trading as Hockey Australia, the recognised National Sporting Organisation and peak body for the sport of Hockey in Australia.

Individual Member, which means individuals who are individuals registered with an Australian Hockey Organisation.

Member means a member of a Relevant Organisation, including:

- (a) Member Associations; and
- (b) Individual Members.

Member Association (MA) means each state and territory member of Hockey Australia recognised under the Hockey Australia Constitution.

National Integrity Framework (NIF) means the HA National Integrity Framework consisting of the following five policies:

- (a) Safeguarding Children and Young People Policy;
- (b) Competition Manipulation and Sport Gambling Policy;
- (c) Improper Use of Drugs and Medicine Policy;
- (d) Member Protection Policy; and
- (e) Complaints, Disputes and Discipline Policy.

Participant means:

- (a) Athletes;
- (b) coaches appointed in a professional or voluntary capacity to train an Athlete or Team in

- an Activity;
- (c) administrators who have a role in the administration, operation or Activity of a Relevant Organisation, including owners, directors, committee members or other persons;
 - (d) officials, including referees, umpires, technical officials, or other officials appointed by a Relevant Organisation, or any league, competition, series, Club or Team sanctioned by a Relevant Organisation;
 - (e) support personnel who are appointed in a professional or voluntary capacity by a Relevant Organisation or any league, competition, series, Club or Team sanctioned by a Relevant Organisation, including sports science sports medicine personnel, team managers, agents, selectors, and team staff members; and
 - (f) Parents/carers and spectators who are subject to registration conditions or venue conditions of entry that bind them under a Relevant Policy.

Prohibited Conduct means the conduct prescribed at clause 7 of this Policy.

Regional Association means those regional or metropolitan Hockey associations which are members of, or affiliated to a Member Association.

Relevant Organisation means any of the following organisations:

- (a) Australian Hockey Organisations;
- (b) Authorised Hockey Providers; or
- (c) any other organisation that has agreed to be bound by this Policy.

Relevant Person means any of the following persons:

- (a) Individual Member;
- (b) Participant;
- (c) Employee;
- (d) Contractor;
- (e) Volunteer; or
- (f) any other individual who has agreed to be bound by this Policy.

Social Media means the collective term for websites and applications that enable users to create and share content or to participate in social networking. Social media tools enable communication, community-based input, interaction, content-sharing and collaboration in real-time. The types of websites, platforms and applications that are considered social media for the purposes of this Policy include, but are not limited to:

- Social networks (e.g. Facebook, Twitter, LinkedIn, WeChat, etc.);
- Media sharing networks (e.g. Instagram, TikTok, Snapchat, YouTube, Vimeo, Flickr etc.);
- Instant messaging (e.g. WhatsApp, Telegraph, Messenger, Instagram Direct Messenger);

- Blogging and publishing networks (e.g. WordPress, Tumbler, Medium) and Discussion forums (e.g. Reddit, Quora, Digg);
- Podcasting platforms (e.g. Apple Podcasts, Spotify, Stitcher);
- Sporting team apps (e.g. Team App, Heja);
- Gaming networks (e.g. Discord, Twitch, Steam); and
- Other interest-based networks.

Team means a collection or squad of Athletes, registered with a Relevant Hockey Organisation or entitled to participate in an Activity.

Volunteer means any person engaged by a Relevant Hockey Organisation in any capacity who is not otherwise an Employee or Contractor, including directors and office holders, coaches, officials, administrators and team and support personnel.

3. JURISDICTION

3.1. To whom the Policy applies

- (a) The Policy applies to all Relevant Persons.

3.2. When the Policy applies

- (a) This Policy is applicable when using Social Media as:
- (i) An authorised individual representing HA or another Relevant Hockey Organisation on Social Media; and
 - (ii) A Relevant Person posting and sharing content in relation to Hockey Activities.
- (b) This Policy does not apply to the personal use of Social Media by Relevant Persons that make no reference to HA, another Relevant Hockey Organisation or Hockey Activities.

4. GUIDING PRINCIPLES

- 4.1. Assume everything you put online, in public or private, can be accessed and read by anyone and can never be deleted.
- 4.2. Present and conduct yourself online as you would in person, via the telephone, in a meeting or any other public forum as aligned to the HA policies and values.
- 4.3. Online activity should be aligned with HA's values, namely Leadership, Integrity, Excellence, Community and Inclusion.
- 4.4. Be polite and respectful to everyone you interact with and presume 'positive intent' – where the tone or perspective might be unclear, avoid jumping to conclusions and replying reactively.
- 4.5. THINK – Is what you post or share true, helpful, Inspiring, necessary and kind?

- 4.6. Due to the unique nature of sporting organisations, the boundaries between a Relevant Person's profession, volunteer time and social life can often be blurred. Therefore, Relevant Persons must clearly distinguish between what they do online in a professional and personal capacity and what they do, think or say in their capacity with a Relevant Organisation.
- 4.7. Be transparent and honest. Use your real name, be clear about who you are, and identify any affiliations you have.
- 4.8. Be mindful of impact and reputation. Anything you post or share can impact the public image and reputation of HA and/or other Relevant Organisations.
- 4.9. Online activity must not imply that you are authorised to speak on behalf of HA or another Relevant Organisation unless you have been given official authorisation.

5. BRANDING & INTELLECTUAL PROPERTY

- 5.1. Relevant Persons must not use intellectual property, imagery or trademarks belonging to HA or another Relevant Organisation on any personal Social Media without prior approval, except where such use can be considered incidental.
- 5.2. Branding or intellectual property may include:
 - (a) Relevant Organisation logos;
 - (b) Relevant Organisation associated slogans; or
 - (c) Images depicting Relevant Persons and/or equipment where they can be identified as being part of a Relevant Organisation, except with the permission of those individuals and within other stated guidelines.

6. PERSONAL SPONSORSHIP

- 6.1. The promotion of Athlete, coach and support personnel personal sponsorship on Social Media is governed by the rules of and contractual obligations imposed by HA and the Australian Olympic Committee (**AOC**), Commonwealth Games Australia (**CGA**) and the International Hockey Federation (**FIH**) for the relevant Activity or event (e.g. Olympics, Commonwealth Games).
- 6.2. These individuals are expected to act responsibly and in the interests of HA and other Relevant Organisation commercial partners, including sponsors, suppliers and partners.

7. PROHIBITED CONDUCT

- 7.1. A Relevant Person engages in Prohibited Conduct under this Policy when they post or share any content that:
 - (a) is abusive, harassing, threatening, demeaning or defamatory;

- (b) includes insulting, obscene, offensive, provocative or hateful language;
- (c) is Prohibited Conduct under any policy of the HA NIF (this includes, without limitation, abuse, bullying, harassment, sexual misconduct, unlawful discrimination, victimisation or vilification);
- (d) is a breach of another Relevant Organisation policy;
- (e) contains, or links to, pornographic or indecent content;
- (f) is a breach of any state or Commonwealth law, such as those relating to defamation or anti-discrimination;
- (g) infringes the intellectual property rights of others, including HA or other Relevant Organisations' intellectual property;
- (h) is confidential or in any way sensitive to HA and other Relevant Organisations and corporate partners; or
- (i) brings, or risks bringing Relevant Persons and Relevant Organisations into disrepute.

8. REPORTING & COMPLAINTS

- 8.1. Allegations of Prohibited Conduct under this Policy should be submitted to HA or the relevant Relevant Organisation.
- 8.2. Allegations of Prohibited Conduct under this Policy will be managed in accordance with the HA Complaints, Disputes and Discipline Policy.
- 8.3. Employees may also be subject to disciplinary action in accordance with their employment contract.