

SOCIAL MEDIA POLICY

September 2023 / Isabella Atkinson



SOCIAL MEDIA POLICY

INTRODUCTION

All club members and individuals are bound by the particulars of the EIH Social Media Policy as detailed below. This encompasses all players (and parents and guardians if U18), coaches, managers, off ice officials, owners, and any other direct person involved in operations of a club.

In addition, Clubs must accredit with EIH any volunteer or paid person(s) regularly providing media coverage at their Club and ensure they follow this policy.

The purpose of this policy is to ensure that volunteers and staff do not leave themselves or the club open to any allegation of misconduct, and do not bring the club or the EIH into disrepute. Secondly, to minimise any circumstances in which junior players could be left exposed to any risk of grooming, exploitation, or abuse.

For the purpose of this document the term social network site refers to, but is not limited to; Social media in this context includes:

- Social media platform e.g., Facebook, Instagram, WhatsApp.
- Micro-blogging services e.g., Twitter.
- Video-sharing services e.g. You Tube.
- Photo-sharing services e.g., Snapchat.
- Online games and virtual reality.
- Blogs and forums e.g., The Hockey Forum.

EIH recognises the benefits of being able to communicate quickly and effectively with players and parents through electronic media, but also for this to be done utilising methods and platforms which offer the greatest protections for all involved.

The intention of any post made is not relevant in considering a breach of this policy. Where a club or individual has made a post on social media that may breach this policy, the matter shall be referred to a discipline panel to determine if the post brings the game into disrepute.

Violation of this policy result in the member or Club being subject the EIH Discipline Policy.

SUPPORTING DOCUMENTS

This policy should be used in conjunction with the following policies:

EIH Code of Conduct & Ethics

EIH Safeguarding Children Policy

EIH Photography and Filming Consent

EIH Photography Filming and Live Streaming Policy Junior Clubs.docx

SOCIAL MEDIA POLICY

No club or individual registered with a club is permitted to post any material on social media that has the consequence of bringing the game into disrepute including but not limited to:

- Comments which can be interpreted as bringing the EIH, an individual, club or team or the sport of ice hockey, into disrepute, including any material that is wholly offensive or abusive.
- Any material which has the effect of undermining any section of EIH governance, including posting in relation to any aspect of discipline.
- Criticism of the character of a referee or official or criticism of the manner in which an official has handled a match in which the player or team has taken part, or any other game under the control of the EIH.
- Criticism of EIH sanctioned competitions or events based on location, directors, staffing or any other element which can be interpreted as having a negative reputational impact on the prestige of the competition in question.
- Discriminatory or prejudicial comments about any individual involved with the EIH, be it players, administrators, volunteers, or staff, based on the grounds of age, ethnicity, gender, disability, religion, sexual orientation or race or any other comments which may be interpreted as bullying or victimising.

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SOCIAL MEDIA MANAGEMENT

The following policy outlines the best practice that all Clubs must adhere to.

- All social media accounts and messaging platforms must be password-protected if possible and at least 2 members of designated administrators will have access to each account and password.
- The account will be monitored by at least two designated administrators, in order to provide transparency, who will have been appointed by the club's committee.
- The administrators must not 'friend' or 'follow' junior players or parents using the club's account.
- Uploading of photos or video should be in line with the EIH's guidance on photography and video and with the full consent of those featured and their parent/carer.
- Club social media should not be used 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.
- Any use of social media should respect the law, including those laws governing defamation, discrimination, harassment, and copyright and fair use.
- Administrators should avoid any form of bullying, including cyber-bullying.
- Administrators should monitor any comments made on the account by visitors on a regular basis, and remove any which are incompatible with EIH policy and values. In the event that a club member had breached any codes of conduct or policies, evidence should be retained and the relevant disciplinary actions or intervention measures should be taken.
- Confidential information about the club, players other volunteers or anyone else (such as facility providers) should not be shared.

SOCIAL MEDIA COMMUNICATIONS

The following policy outlines the best practice that all involved in EIH Clubs and events must adhere to.

- It is inappropriate for coaches or volunteers to communicate on a one-to-one basis with junior players by: text message/e-mail/instant messaging or through social networking sites.
- Instant messaging systems should not be used to communicate with junior players under any circumstances.
- Coaches and other volunteers should not personally hold the mobile phone number or email of any junior players. This includes use of applications such as WhatsApp where a user's number is displayed and visible to a group.
- Mobile numbers of junior players may be held securely by the club for use in an emergency, such as if the child goes missing from a club event and the parent/carer is not present.
- Coaches can hold the phone numbers and email addresses of parents/ carers, with their consent, in order to get messages to players. It is then the responsibility of the parent/guardian to inform the player.
- When sending bulk email use blind copy (Bcc) facility so addresses are kept private.
- Clubs using Facebook as a forum for members are advised to use a closed group. They should only accept members of the club as members of the group. This must be stated on the group and the group must be set up for that reason. Coaches are reminded that ALL social networking websites are restricted to people aged 13 years and over, this restriction must be adhered to.
- Clubs may wish to consider the use of dedicated apps, designed for this purpose, such as Teamstats, or TeamApp which have built in safeguarding and privacy options and can be set up for full parental involvement.
- All communications via any club channels must relate only to club-related matters.
- All club officials must not have any player under the age of 18 on their personal social media platforms.

ONLINE SAFETY ADVICE

To keep yourself and others safe online:

- Don't post any personal information online – like your address, email address or mobile number.
- Think carefully before posting pictures or videos of yourself. Once you've put a picture of yourself online most people can see it and may be able to download it, it's not just yours anymore.
- Don't post pictures or videos of other people without their permission.
- Keep your privacy settings as high as possible.
- Never give out your passwords.
- Don't befriend people you don't know.
- Don't request, friend etc your coach, manager or other person over 18.
- Don't meet up with people you've met online. Speak to your parent or another adult you trust about people suggesting you do.
- Remember that not everyone online is who they say they are.
- Think carefully about what you say before you post something online. Things you post online can stay there forever or other people may share or screenshot them.
- Respect other people's views, even if you don't agree with someone else's views doesn't mean you need to be rude.
- If you see something online that makes you feel uncomfortable, unsafe or worried: leave the website, turn off your computer if you want to and tell a trusted adult immediately.

- Don't send friend requests to, or follow, and adults involved with your club, such as coaches or volunteers.
- Don't use your social media to criticise or bully any other players or your coaches and managers.

Remember, be SMART online!

- **S**afe - do I feel safe online?
- **M**eeting - should I meet someone that I don't know in the real world?
- **A**ccepting - be careful what you click on!
- **R**eliable - can you be sure what you read on the internet is true?
- **T**ell - if something online makes you feel uncomfortable then tell an adult.

ADVICE FOR VOLUNTEERS AND STAFF

- 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 EIH 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 EIH's policy on this subject for parents and guardians.
- Volunteers should refrain from posting items that could reflect negatively on the club / EIH or otherwise embarrass the club / EIH, 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 EIH 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.

ADVICE FOR PARENTS AND CAREERS

- Parents/carers 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.

- Parents/carers must not 'friend' or 'follow' other junior players on personal accounts on social media.
- Social media should not be used as a medium to criticise or bully, players, other parents, volunteers, clubs, facility providers or organisations involved in ice hockey.
- In line with the EIH's Policy on Photography and Video, parents/carers are asked to avoid, where possible, capturing children other than their own in images, and if they do so, not to share those images without the consent of relevant other parents, or to obscure the faces of any other children and any other identifying details (such as names on kit).
- Report to the Club Designated Safeguarding Lead any concerns you may have regarding use of social media by any other volunteer or junior player.
- Parents/Carers should make themselves aware of online risks, such as grooming, through guidance published by organisations such as the NSPCC and CEOP.

REGISTRATION AND ACCREDITATION POLICY

- All media personnel regularly covering EIH events must register with the EIH as an off-ice official.
- All media personnel not affiliated with a Club but regularly providing media coverage at EIH competitions must register with the EIH as accredited media personnel.

Version	Author	Date written / approved	Approved by
V1.0	Head of Operations	01-July-2023	Board

