



# University of Canberra Hockey Club

## Social Media Policy

Version 1 – January 2023

UCHC acknowledges the enormous value of Social Media platforms in promoting and celebrating the achievements and success of the people involved in hockey.

When using the Internet for professional or personal pursuits, all members must respect the UCHC brand, the sport of hockey in the ACT and Australia and comply with this Policy to ensure UCHC's intellectual property and its relationships with sponsors and stakeholders is not compromised, or that the organisation is not brought into disrepute.

Social Media Platforms and networking sites include, but are not limited to:

- Social networking sites such as Facebook and LinkedIn;
- Video and photo sharing websites including Instagram, Flickr, Snapchat, TikTok and YouTube;
- Micro-blogging sites such as Twitter;
- Weblogs, including personal blogs or blogs hosted by traditional media publications;
- Forums and discussion boards;
- Online encyclopaedias such as Wikipedia; and
- Any other website that allows individual users or organisations to use simple publishing tools.

We expect all people bound by this policy to conduct themselves appropriately when using social networking sites to share information related to our sport.

- Social media postings, blogs, status updates, tweets and/or text messages:
- Must not contain material which is, or has the potential to be, offensive, aggressive, defamatory, threatening, discriminatory, obscene, profane, harassing, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate;
- Must not be misleading, false or injure the reputation of another person;
- Must not contain material which is in breach of laws, court orders, undertakings or contracts;
- Should respect and maintain the privacy of others;
- Should promote the sport in a positive way.

Due to the immediate nature of this type of communication via mediums such as Facebook, Twitter, and SMS and how easily communications can be misunderstood or abused, UCHC recommends caution be used to avoid inappropriate use, whether unintentional or due to failure to fully understand the ramifications of your communications.

Please consider refraining from and avoiding:

- Including personal information about yourself or others in posts or text messages;
- Publishing something that makes you the slightest bit uncomfortable- use your best judgement and never write/publish if you are feeling emotional, upset or intoxicated;
- Posting someone else's picture on social network forums unless you have their permission; and
- Commenting on rumours- do not deny or affirm them or speculate about rumours.
- Including negative (real or perceived) comments about officials or the opposition.