



KINGSTON UPON HULL HOCKEY CLUB Social Media Policy

At Kingston upon Hull Hockey Club we recognise the increasing role that social media plays in everyday life and the excellent resource that it can be if properly maintained and monitored. We are committed to the responsible management of club social media for the benefit of all of our members.

What is Social Media?

Social Media is a collective term for a number of websites and apps which allow users to communicate through written word, imagery and video. These include our own club website (www.hullhockeyclub.co.uk), our official Facebook page (@KUHHHC), our official Twitter page (@KUHHHC), and also a number of others which we do not currently use such as Instagram and YouTube. Content that is uploaded to social media can often very quickly be seen by a lot of people which can be a fantastic asset, but can also have very negative consequences if used incorrectly.

What social media does Kingston upon Hull HC use and what do we use it for?

At KUHHHC we currently use our website, official Facebook page and our official Twitter page in order to communicate with both members and a wider audience; and What'sApp internally between teams and committees.

For us at KUHHHC we currently use social media to:

- Communicate with our members with fixtures, match results and match reports.
- Engage with our followers and members regularly.
- Communicate club information effectively
- Promote our club, and promote club events to our followers and members.
- Publicize our club to a wider audience.
- Attract potential new members to the club
- Help move the club forward

Our social media accounts are updated and monitored by volunteers. If you would like to get involved please contact a member of our club committee.

Safeguarding Young Members

One of the main assets KUHHHC has over other clubs in the area is a thriving junior section, this means that we have a responsibility to our junior members when engaging with social media. All images and videos uploaded by the club involving junior members will be checked by our welfare officer (currently Judith Nicholson). This is to make sure that we have the correct permissions to share any information and images of our junior members.

Remember that someone that can write a comment or read a comment on our social media may be a child. Please be age appropriate with comments.

If you see anything that you think may be inappropriate please contact the club as soon as you can.

How do we expect members to use social media associated with KUHHC?

We expect members who wish to use our social media to use support the club in a positive and sensible manner.

- We love to see photos of you and your team! Win, draw or lose.
- Organising an event or raising money for charity? Let us know and we'll try and give you some publicity through the club social media.
- Would like to see something else? Let us know!
- See something you don't agree with? Please let a member of the committee know or drop us a message through our Facebook page.

Remember, the club social media is usually the first impression of YOUR club to a wider audience. Keep it positive, friendly and welcoming.

- If you think that something you are going to say could be offensive, please just don't type it.
- If you have an issue with something or someone at the club, social media is not the way to address it. A message or call to your captain or a committee member is the way to address it. We want to work with and for all of our members, just let us know.

KUHHC will not tolerate any offensive or discriminatory behaviour including racism, sexism, ageism, comments about disability, religious views and sexual orientation.

KUHHC will also not allow negative comments against any persons, clubs, or organisations. Any posts involving other clubs or organisations from the club's official accounts will try and connect us with them via hashtags and links to be used as a positive publicity and/or communication tool.

Perhaps "Smashed Generic HC 10 nil today. Get in!" would be better if it said something like "Fantastic win today for KUH 2s. Awesome Man of the Match performance from John Smith!"

Consequences for inappropriate content

Anything that the club deem to be either discriminatory or that could have a negative impact or perception of the club will be removed. Depending on the nature of this the club will decide how best to act upon this, ranging from suspension of your use of club social media to a club disciplinary matter.

We want social media to be an enjoyable and powerful positive tool for the club and for the benefit of all of our members. Please be sensible and help us to get the most benefit from social media.

Many thanks
Kingston upon Hull Hockey Club Committee

1 May 2018