



ENGLISH ICE HOCKEY ASSOCIATION

Limited by Guarantee

August 2014

SOCIAL MEDIA POLICY FOR ALL AFFILIATED CLUBS INCLUDING CLUB PERSONNEL, COACHES, PLAYERS, VOLUNTEERS, OFFICIALS, REFEREES AND PARENTS.

For the purpose of this Social Media Policy, “Social Media” shall mean public communications via internet websites, such as Twitter, Facebook, LinkedIn, MySpace, and any other current or future “apps” or websites that fall under the category of social media.

This policy is intended to be applicable to all Affiliated Clubs, all Club Officials, Players, Coaches, Club Personnel, Players, Parents, Volunteers, Officials and Referees. All references to Affiliated Clubs and Officials’ herein shall therefore be deemed to be applicable to the aforementioned groups, regardless of whether they are specifically referred to. With the adoption of this EIHA policy, Affiliated Clubs will be precluded from adopting their own individual policies relating to the use of social media by the aforementioned groups.

The English Ice Hockey Association recognizes the value of social media. Social media allows Affiliated Clubs to communicate and better connect with their members and fans. Furthermore, The EIHA respects the rights of all Affiliated Clubs and Officials to freely express their views. At the same time we should be aware and cognisant of the dangers social media can present. The purpose of this policy is (A) to provide Clubs and Officials useful tips on how to appropriately use social media, (B) establish game day regulations (pre and post game) regarding social media usage; and (C) educate Affiliated Clubs and Officials on protecting their identity on social media.

You may wish to consider the following:

Recognise that social media communications are on the record, they are instantly published and available to the public and the media; and they can be captured digitally and archived. Everyone including the general public, sponsors, media, all volunteers, officers and clubs can review social media communications. Furthermore, these communications are subject to discovery in litigation matters.

Take responsibility for your comments. You are personally responsible (and in some cases legally liable) for any communication you post on social media.

Your social media communication should make clear that your comments are solely yours and do not represent the views of any Affiliated Club or indeed the EIHA.

Respect your audience. All social media communications should be professional, accurate, and respectful of others and should reflect well on you as a person and as a member of your Club and this Association.

Refrain from divulging confidential or proprietary information. Avoid revealing strategic information that could provide another affiliated club individual competitive advantage, or indeed what has been discussed in a private meeting. Furthermore do not discuss injury information that is not in the public domain. Be mindful of publicizing too much personal information about yourself or others with whom you play, coach, or officiate, or whom you work with during your volunteer role.

Pause before posting. Use your best judgement, if you have to pause before posting your communication, think about the consequences if you do, and do not do it. Remember there are always consequences to what you post. Again, ultimately you are solely responsible for your social media communications.

Social Media Regulations

IMPORTANT

Affiliated Clubs, including players, coaches, club personnel, parents, volunteers, referees and officials in violation of any applicable regulation set out below may result in a disciplinary procedure – Club fine, player suspension or registration revoked, Parent's son or daughter suspended or registration revoked, coaches suspended or registration revoked and similarly for volunteers, referees, officers and officials.

General Use Prohibitions

All Affiliated clubs and persons as listed previously are reminded that giving, making, issuing, authorizing or endorsing any statements whether they are derogatory or not (including through social media) that:

Have or are designed to have an effect prejudicial to the welfare of the EIHA, the game of ice hockey, or a member Affiliated club or officer of the Association etc or are publicly critical of officiating staff.

Affiliated Clubs, officials, coaches, referees, volunteers, parents, players, may not use family members, friends or other representatives as conduits to circumvent EIHA Social Media Policy.

Affiliated Clubs that use social media through their website for communication are responsible for monitoring what is posted on their site and removing offensive posts as described in this document.

Clubs, Officers, Volunteers, Players, Referees, Officials may not put things on their website in relation to the EIHA unless authorisation has been given beforehand.

Publishing information discussed in a private meeting with prior consent from all present.

May constitute a violation of the EIHA Social Media Policy, and may subject them to potential discipline.

Identity Theft

Affiliated Clubs and all others should be cautious that their identity could be stolen or otherwise compromised on social media. Any person who believes others are impersonating them on social media should contact the EIHA Secretary.

