



# Leyland and Chorley Hockey Club

## SOCIAL NETWORKING GUIDELINES

For the use of social networking websites (Facebook, Twitter etc) the club will appoint administrators of the club's accounts. For Facebook it is recommended there is between five and ten administrators that will regularly maintain the account. For Twitter, between three and six administrators are required.

The following guidelines should be used by the administrators:

1. Any offensive content that can be viewed on the club's accounts should be removed as quickly as possible. Offensive content will be determined by the administrators. In the case of borderline content, if two or more of the administrators deem anything to be offensive it will be removed from the club's page/feed. If necessary the person responsible for the content should be warned about their future conduct and in the case of repeat offences blocked from the club's account.
2. If the administrators are concerned that the club's page/feed is being used to bully or harass other members/visitors they should warn the guilty person/s and remind them to obey the club's code of conduct. In serious cases any problems should be reported to the club's disciplinary officer (and the club's welfare officer if anyone involved is under-eighteen) immediately. The guilty parties may also be blocked from the club's accounts.
3. The profiles and information on Facebook and Twitter should be consistent with the club website and marketing packages. The administrators should only share advertising for products that do not conflict with any current deal the club has with outside companies (e.g. kit suppliers that are in competition with Kukri) or our sponsors.
4. When communicating on behalf of the club via the Facebook or Twitter accounts administrators must not bring the club into disrepute or damage the club's reputation in any way. The club's code of conduct must be adhered to.
5. Any administrator that does not follow these guidelines or the club's code of conduct should be warned by the executive committee in writing. If there are serious or repeated offences then the administrator's privileges will be removed from that person.
6. The Facebook and Twitter accounts are to be used to share relevant information about the club or members that is suitable for publication. Sensitive information about specific under-eighteen members should first be checked with the junior co-ordinator before being publicised. No images of under-eighteens should be posted without the express permission of the parents.
7. In the interest of safety and child protection links to child safety and support organisations should be on the profiles of each social networking account, ideally as 'friends/followers'.
8. All members, parents, volunteers and employees should be sent an email with relevant information to protect their privacy online.



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The aim of using social networking is to share the many good things about Leyland and Chorley Hockey Club with former, current and future members as well as the wider hockey community. The administrators have a duty to maintain our reputation and help enhance it.