



ICE HOCKEY AUSTRALIA

**SOCIAL MEDIA POLICY
(Use of Social Media)**

VERSION 01

01 January 2012

1. Purpose

Social media (see 2.0 below for definition) offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member-based organisation, Ice Hockey Australia (IHA) recognises the benefits of social media as an important tool of engagement and enrichment for its members.

IHA, its member states and organisations have long histories and are highly respected organisations. It is important that IHA's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the sport and/or the organisation.

When someone clearly identifies their association with IHA, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with IHA's stated values, codes of conduct and policies.

This policy aims to provide some guiding principles to follow when using social media. This policy does “not” apply to the personal use of social media platforms by IHA members or staff where the IHA member or staff makes no reference to IHA or related issues.

2. Scope

This policy applies to IHA members, staff or any individual representing themselves, or passing themselves off as being a member of IHA and covers all forms of social media. Social media includes, but is not limited to, such activities as:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, Twitter or MySpace);
- Content sharing include Flickr (photo sharing) and YouTube (video sharing);
- Commenting on blogs for personal or business reasons;
- Leaving product or service reviews on retailer sites, or customer review sites;
- Taking part in online votes and polls;
- Taking part in conversations on public and private web forums (message boards); or
- Editing a Wikipedia page.

The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, clients, sponsors or IHA as an organisation.

3. Guiding Principles

- 3.1. The web is not anonymous. IHA members and staff should assume that everything they write can be traced back to them.
- 3.2. Due to the unique nature of Ice Hockey in Australia, the boundaries between a member's profession, volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do in a professional capacity and what they do, think or say in their capacity as a volunteer for IHA. IHA considers all members of IHA are its representatives.
- 3.3. Honesty is always the best policy, especially online. It is important that IHA members think of the web as a permanent record of online actions and opinions.
- 3.4. When using the Internet for professional or personal pursuits, all members must respect the IHA brand and follow the guidelines in place to ensure IHA's intellectual property or its relationships with sponsors and stakeholders is not compromised (see 5.0 below), or the organisation is brought into disrepute.

4. Usage

- 4.1. For IHA members and staff using social media, such use:

- 4.1.1. Must not contain, or link to, libelous, defamatory or harassing content. This also applies to the use of illustrations or nicknames;
- 4.1.2. Must not comment on, or publish, information that is confidential or in any way sensitive to IHA, its affiliates, partners or sponsors; and
- 4.1.3. Must not bring the organisation or surf lifesaving into disrepute.

4.2. For IHA staff using social media, such use must not interfere with work commitments.

4.3. Furthermore, IHA members and staff may not use the IHA brand (see 5.0 below) to endorse or promote any product, opinion, cause or political candidate; and it must be abundantly clear to all readers that any and all opinion shared are those of the individual, and do not represent or reflect the views of IHA.

5. Branding and Intellectual Property (IP)

It is important that any trademarks belonging to IHA or any Member State Association, Member Organisation, National League, National League Team or Member State Club are not used in personal social media applications, except where such use can be considered incidental – (where incidental is taken to mean “*happening in subordinate conjunction with something else*”).

Trademarks include:

- Member State Association, Member Organisation, National League, National League Team or Member State Club and IHA logos;
- The “Girls Day”, “Hockey is for Me” or any other associated slogans;
- Images depicting ice hockey volunteers, staff and/or equipment, except with the permission of those individuals; and
- Other IHA imagery including on and off-ice uniforms.

6. Official Ice Hockey Australia (IHA) blogs, social pages and online forums

When creating a new website, social networking page or forum for staff/club member use, care should be taken to ensure the appropriate person at a national league, state or club level has given written consent to create the page or forum.

Similarly, appropriate permissions must be obtained for the use of logos or images. Images of minor children may not be replicated on any site without the written permission of the child’s parent and/or guardian.

For official IHA blogs, social pages and online forums:

- Posts must not contain, nor link to, pornographic or indecent content;
- Some hosted sites may sell the right to advertise on their sites through ‘pop up’ content which may be of a questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the ‘pop up’ content cannot be controlled;
- IHA employees must not use IHA online pages to promote personal projects, merchandise or services; and
- All materials published or used must respect the copyright of third parties.

7. Consideration towards others when using social networking sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. IHA members and staff must recognise that it may not be appropriate to share photographs, videos and comments in this way. For example, there may be an expectation that photographs taken at a private IHA event will not appear publicly on the Internet. In certain situations, IHA members or staff could potentially breach the privacy act or inadvertently make IHA

liable for breach of copyright.

IHA members or staff should be considerate to others in such circumstance and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person if that person asks them to do so.

Under no circumstance should offensive comments be made about IHA members or staff online.

8. Breach of Policy

IHA, its state centres, branches and clubs continually monitor online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to IHA.

If detected, a breach of this policy may result in disciplinary action from IHA. A breach of this policy may also amount to breaches of other IHA policies. This may involve a verbal or written warning or in serious cases, termination of your employment or engagement with IHA. IHA members may be disciplined in accordance with IHA disciplinary regulations.

9. Consultation or Advice

This policy has been developed to provide guidance for IHA members and staff in a new area of social interaction. IHA members or staff, who are unsure of their rights, liabilities or actions online and seek clarification, should contact the IHA Office at iha@iha.org.au or **(08) 8251 1734**.