



# KBH Brumbies

Australia's Premier Hockey Club since 1905

## Social Media Policy Statement

Social Media sites such as Facebook, MySpace, Twitter, Flickr, LinkedIn, YouTube, as well as Forums and Blogs are exciting new avenues expressing creativity, and sharing interests and knowledge. Participation in these online communities is therefore supported. However, over a number of years there have been repeated incidents where online discussions and posting of online content have caused distress to individuals or groups of members and has detracted from the community's overall enjoyment of hockey.

The KBH Brumbies social media policy is guided by the key principles of the Hockey Victoria (KBH Brumbies) Code of Conduct which are:

- KBH Brumbies wishes to operate in an environment where people show respect for others and their property. Respect is defined as consideration for another's physical and emotional wellbeing and possessions, to ensure no damage or deprivation is KBH caused to either.
- KBH Brumbies wishes to operate in an environment that is free from harassment. Harassment is defined as any action directed at an individual or group that creates a hostile, intimidating or offensive environment. (Refer to Victorian Sports Commission Guidelines for Harassment-Free Sport).
- KBH Brumbies wishes to operate in a non-discriminatory environment. Respect the right, dignity and worth of every human being - within the context of the activity; treat everyone equally regardless of gender, ethnic origin or religion.

Persons to whom this Code applies acknowledge and agree to comply with the disciplinary and grievance procedures promulgated by KBH Brumbies. If any disciplinary action is taken, persons directly affected shall be given the opportunity to participate in those proceedings and the right to appeal against any decision against them.

KBH Brumbies promotes responsible use of social media and requires its members, when posting about the Federation and its members or Federation or club endorsed, promoted or conducted events or activities, to observe the following guidelines for responsible social media use.

1. KBH Brumbies requires members to take responsibility for their own words and for the comments allowed on their sites or forums. KBH Brumbies members will not post unacceptable content, and will delete comments that contain it.

Unacceptable content is defined as anything included or linked to that:

- a. is being used to abuse, harass, stalk or threaten others
- b. is libellous, knowingly false, or misrepresents another person,
- c. infringes upon a copyright or trademark
- d. violates an obligation of confidentiality
- e. violates the privacy of others

2. KBH Brumbies members don't post anything online that they wouldn't say in person.

3. KBH Brumbies members connect privately before they respond publicly. When members encounter conflicts and misrepresentation in social networking sites, they make every effort to talk privately and directly to the person(s) involved or find an intermediary to do so before publishing any posts or comments about the issue.

4. KBH Brumbies strongly discourages personal attacks. When someone who is publishing comments that are offensive, members will tell them so (privately, if possible—see 3 above).

5. Anonymous comments are discouraged. All content posters should be required to supply a valid email address before they KBH Brumbies can post, authorised posters may identify themselves with an alias, rather than their real name.

6. KBH Brumbies prefers members not to respond to nasty comments about them, their group, event or site. If posts veer into abuse or libel, KBH Brumbies supports the use of disciplinary and grievance procedures to resolve issues.

KBH Brumbies encourages all members to "think before posting".

Members should recognise that even if posting to a private section of a social networking site comments can appear in public areas through a variety of means and KBH Brumbies can easily be found.

Members should avoid posting something they will regret now or later