

Hockey MD Pty Limited Policy for Personal use of Social Media

For the purpose of this document, “staff” refers to all Hockey MD Pty Limited employees, volunteers and contractors.

1. RATIONALE AND PURPOSE

The popularity of social media creates opportunities, challenges and risks for Hockey MD Pty Limited, and its staff. This policy is designed to establish the protocols for using social media and to minimise the risks of personal social media use in:

- a. Reflecting negatively on Hockey MD Pty Limited and posing risks to the organisation;
- b. Reflecting negatively on the staff’s role in impacting positively on our customer’s health;
- c. Damaging Hockey MD Pty Limited and or its staff’s professional reputations.
- d. Potential breach(es) of any legislation that Hockey MD Pty Limited and its staff are required to comply with.

2. SCOPE OF THE POLICY

This policy applies to the personal use of social media sites by staff of Hockey MD Pty Limited.

The terms and prescribed conduct described in this Policy are not intended to be exhaustive, nor do they anticipate every possible use of Social Media and Social Networking. Staff is encouraged to act with caution and to take into account the underlying principles of this Policy. If staff feels unsure about what to do in particular circumstances, they should contact the Directors of Hockey MD Pty Limited for further guidance.

This Policy sets out the rules which must be complied with when using Social Media. This Policy is a direction to staff by Hockey MD Pty Limited as a staff member of Hockey MD Pty Limited. Staff must comply with this Policy. If they do not comply with this Policy, Hockey MD Pty Limited may take disciplinary action, up to and including termination of employment or engagement.

3. PERSONS AFFECTED & RESPONSIBILITIES

This Policy applies to Hockey MD Pty Limited staff when they participate on social media/networking sites whether during work hours or outside of work hours on their own computers or other electronic communication technologies.

Managing Directors

The Managing Directors of Hockey MD Pty Limited are responsible for authorisation of this policy and any subsequent policy reviews or amendments.

Quality Framework

The Managing Directors are responsible for bi-annual review of this policy and for communicating the policy to staff through the organisation’s lines of management and communication networks.

Management roles

Any staff member has the following responsibilities:

- a. Ensuring all staff has a full understanding of this policy.
- b. Monitoring compliance against this policy.
- c. Acting in accordance with this policy and associated policies when addressing behaviours that may not be compliant with this policy.

All Staff

All staff of Hockey MD Pty Limited are required to comply with the requirements of this policy when using social media for personal use, regardless of whether this is being undertaken during work hours.

Expectations of all staff (employees, volunteers, contractors) associated with National Sport Academy are:

1. To know and follow Hockey MD Pty Limited Code of Conduct.
2. To exercise careful judgement and common sense, consistent with Hockey MD Pty Limited values, when posting.
3. To be personally responsible for the content published online and being mindful that what is published will be public for a long time.
4. To ensure the information posted is relevant, informed and factually correct; and if there is an error, it is corrected, ownership of being incorrect is clear and apologies are made.
5. To be polite and respectful. Spirited and passionate discussions are fine, but we are respectful of others, never making ethnic slurs, discriminatory remarks, personal insults, obscenities, or other similar conduct that would not be appropriate or acceptable within the workplace.
6. To **NOT** post, access or engage with any material that is inappropriate or illegal. This includes posts, links, photos, GIFs and emojis that are insulting, threatening, discriminatory, bullying, embarrassing, of a sexual nature, obscene, defamatory, profane or fraudulent.
7. To respect Hockey MD Pty Limited staff's privacy and do not infringe on their intellectual property rights. This includes the posting of Private or Sensitive Private Information regarding other staff members, customers, partners and suppliers as described in the *Hockey MD Pty Limited Privacy Policy*.
8. To exercise care before posting photos to ensure there is appropriate permission, and respect the privacy and security of others.
9. To respect copyright, fair use and financial disclosure laws on content and logos and trademarks and do not use Hockey MD Pty Limited logos or trademarks unless we have been granted permission to do so.
10. To not provide or post confidential or other proprietary information from Hockey MD Pty Limited, a customer, partner, or supplier on external social sites.
11. To not publicly discuss or speculate on Hockey MD Pty Limited performance as a company, or other sensitive matters about business results or plans (including internal reports, policies, procedures or other internal business-related confidential communications).

12. To not cite or reference customers, partners or suppliers on business-related matters without their approval. When we make a reference, we link back to the source and do not publish content that might allow inferences to be drawn that could damage a customer's relationship with Hockey MD Pty Limited.
13. Hockey MD Pty Limited staff must take responsibility to ensure posts or comments are not misunderstood to represent the views of the company.
14. If publishing content about Hockey MD Pty Limited externally, staff identify themselves by name and, where relevant, role at Hockey MD Pty Limited and makes it clear they are speaking for themselves and not on behalf of Hockey MD Pty Limited.

4. GUIDING PRINCIPLES AND DESIRED OUTCOMES

Whilst Hockey MD Pty Limited recognises the popularity of social media, and the rising number of sites to participate in social media, this policy intends to achieve the following:

- a. Clear communication of Hockey MD Pty Limited's expectations regarding the personal use of social media by its staff.
- b. Maintaining appropriate levels of privacy and confidentiality when dealing with matters concerned with implementing this policy.
- c. Maintaining security and protection of our organisation and our resources.
- d. Appropriate levels of risk management.
- e. Continuation and assurance of staff personal freedom in the use of social media.

5. POLICY

5.1 Definition of social media

Social media is a group of web-based applications that provide a platform for users to generate and exchange content. Social media includes chat rooms, internet blogs, wiki's, microblogging, internet fora, podcasts, video uploads and sharing, picture uploads and sharing, rating and social bookmarking. Site examples of social media include, but are not limited to Facebook, LinkedIn, Reddit, MySpace, YouTube, Flickr, Twitter, Snap Chat, TikTok and Tinder.

5.1 Definition of personal use

This policy establishes the organisational requirements for use of social media by Hockey MD Pty Limited staff in a private capacity, regardless of where the social media site is accessed from.

As many social media sites allow for users to identify themselves by their profession, role, job or employer, it is important that personal use of social media does not pose risks that are broader than those risks evident to the user itself.

When using any Social Media you are responsible for your words and actions.

It is your responsibility to ensure that your posts are appropriate. Use your judgment and common sense, and if there is any doubt, do not post.

When using any Social Media you must not:

- a. invite customers to join your personal social networking site or accept a customers' invitation to join theirs;

- b. connect with ex-customers on social networking sites within one year of affiliation with Hockey MD Pty Limited;
- c. post photos of customers on social networking sites without consent;
- d. use Hockey MD Pty Limited logo or create Hockey MD Pty Limited branded accounts which could be interpreted as representing Hockey MD Pty Limited;
- e. contribute anything which would bring you or Hockey MD Pty Limited into disrepute – for example an offensive blog or photo;
- f. engage in any conduct that would not be acceptable in the workplace - for example:
 - making any adverse, offensive or derogatory statements about other staff, customers, parents or clubs; or
 - engaging in unlawful discrimination, harassment or bullying of other staff, customers, parents or clubs; and
 - disclose any confidential information about Hockey MD Pty Limited, including information about other staff, customers, parents or clubs.

5.2 *Recognition of the public nature of social media*

All content posted on a social media site is considered public comment. It is important for staff to identify and recognise that public comment has the potential to impact on the person making the comment and on that person's wider environment.

5.3 *Protecting staff from conflict of interest*

Where social media use is in breach of this policy AND the staff member has done so anonymously or through a pseudonym but the use can be linked to Hockey MD Pty Limited, the staff member will remain subject to the requirements of this policy.

5.4 *Expressing Opinion in Social Media*

All staff have the freedom to express opinion on any public or social issue. However, comments made must:

- a. Meet the requirements of this policy where the opinion can be linked to Hockey MD Pty Limited, or the staff's role or profession through site identification or site based personal information.
- b. Not be expressed as a representation of Hockey MD Pty Limited.
- c. Not impose on the human rights, privacy, safety, fairness, professionalism, equality or mental or physical health of customers or others.
- d. Not bring the staff member or Hockey MD Pty Limited into disrepute or otherwise embarrass Hockey MD Pty Limited or its stakeholders, customers and shareholders.
- e. Not compromise consumer or customer confidence in Hockey MD Pty Limited.
- f. Not raise concerns or questions regarding the staff's capacity to work professionally or impartially in delivering services on behalf of Hockey MD Pty Limited.
- g. Not be offensive, disrespectful, unlawful, intolerant, threatening, racist, discriminatory, or infringe copyright.
- h. Not refer to Hockey MD Pty Limited or its commercial or intellectual property.
- i. Not disclose private, confidential, commercial or intellectual property gained through performance of a role or function for Hockey MD Pty Limited.
- j. Not imply that Hockey MD Pty Limited endorses the personal opinion.

5.5 Use of NSA email addresses on social media

Staff are required to limit the use of NSA email addresses on social media, or should ensure that emails sent or forwarded to NSA email addresses via social media sites are limited.

5.6 Accessing information from social media sites for the purpose of service delivery or business function

Staff are not restricted in seeking information from social media sites for the purpose of service delivery or business functions, providing the use of the information or the searching for information does not interfere with the ability of that staff member to meet the broad requirements of this policy.

5.7 Taking action regarding information posted on social media by others

Where social media content has been shared with a staff member of Hockey MD Pty Limited, and this information is considered in breach of this policy, staff must not comment, share, like or rate the content.

Where such information has been shared by another staff member of Hockey MD Pty Limited, the matter must be immediately notified to management for Hockey MD Pty Limited.

5.8 Associations

Staff of Hockey MD Pty Limited must avoid associations on social media sites, where this association will:

- a. Impose on the human rights, privacy, safety, fair treatment, professionalism, equality or mental or physical health of customers and others.
- b. Bring the staff member of Hockey MD Pty Limited into disrepute or otherwise embarrass Hockey MD Pty Limited or its stakeholders, customers or shareholders.
- c. Not compromise consumer or customer confidence in Hockey MD Pty Limited.
- k. Result in the sharing of information that is offensive, disrespectful, unlawful, intolerant, threatening, racist, discriminatory, or infringe copyright.

5.9 Sharing and rating social media content

Staff of Hockey MD Pty Limited must avoid sharing and rating content from or on social media sites, where the content will:

- a. Impose on the human rights, privacy, safety, fairness, professionalism, equality or mental or physical health of others.
- b. Bring the staff member of Hockey MD Pty Limited into disrepute or otherwise embarrass Hockey MD Pty Limited or its stakeholders, customers or shareholders.
- c. Not compromise consumer or customer confidence in Hockey MD Pty Limited.
- d. Be considered offensive, disrespectful, unlawful, intolerant, threatening, racist, discriminatory, or infringe copyright.

5.11 Reporting breaches of this policy

All staff are required to notify a person who holds a Manager role should they have concern of possible or actual breaches of this policy.

5.12 Consequences of breaches of this policy

Where it becomes evident that a staff member has breached the requirements of this policy in the personal use of social media the staff member may be subject to performance management or termination of employment, contract, or volunteer position, dependent on the nature of the breach.

Please bear in mind that information you provide, and statements you make, on Social Media could have significant consequences for you personally, for example:

- a. making statements about an individual may constitute defamation (in which case you may be personally liable under applicable legislation to the person about whom you make the statement);
- b. making statements may constitute unlawful discrimination, harassment or bullying (in which case you may be personally liable under applicable legislation);
- c. making statements about Hockey MD Pty Limited, its business, parents or players, customers, may constitute a breach of your obligation not to disclose confidential information and your obligation not to make public statements about or on Hockey MD Pty Limited behalf without express authority; and
- d. using other persons' material, text, photographs, music, logos and trademarks may breach copyright laws.

Breach of this policy will be managed in accordance with Hockey MD Pty Limited's code of conduct procedure.