

# **Cambridge City Hockey Club**



## **Social Media Policy**

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## Introduction

Cambridge City Hockey Club (CCHC) uses social media websites to communicate with members, and potential club members, to showcase and celebrate the activities of CCHC, and to promote the game of hockey more generally.

CCHC recognises that whilst these technologies provide positive and effective opportunities, there are risks associated with using social media, including in relation to safeguarding, reputation, and data security. This policy sets out how we aim to manage those risks, while still benefiting from the opportunities that social media provide. This guidance applies to all members of Cambridge City Hockey Club.

CCHC applies the **England Hockey Guidance on Social Media Use** '[Think Before You Post](#)'. Website and Social Media use is also bound by the [England Hockey Safeguarding and Protecting Young People Policy](#), [England Hockey Procedure and Good Practice Guidelines](#), and the [England Hockey 'Respect' Code of Ethics and Behaviour](#).

This policy has been approved by the CCHC Committee and is reviewed regularly. If you have any questions about this policy or our approach to social media, please contact [welfare@cambridgecityhc.org](mailto:welfare@cambridgecityhc.org).

## Welfare Concerns Online

Report ANY online concerns about possible abuse

Concerns arising online should be reported in line with England Hockey procedures, available from the England Hockey website ([www.englandhockey.co.uk/safe](http://www.englandhockey.co.uk/safe)) and on the [CCHC website](#).

Contact the CCHC Club Welfare Officer at [welfare@cambridgecityhc.org](mailto:welfare@cambridgecityhc.org).

Where a child or young person may be in immediate danger, always dial 999 for police assistance.

## What social media we use and how we manage it

### Registration of social media accounts

Registering CCHC accounts on social media platforms is approved on a case by case basis by the CCHC Committee.

Social media accounts are always registered with an official CCHC email address and are password protected.

A minimum of [two] administrators with up to date [safeguarding training](#) will always have access to the password for any social media account. Access is regularly audited by the CCHC Committee.

CCHC will always apply the appropriate privacy levels according to social media platform, and if available, add a profanity filter.

It is recommended that the Welfare Officer also has administrative access to all CCHC accounts.

### Administrator Role

CCHC recognises that this person(s) is most likely to have online contact with younger users (any person under the age of 18 years old) who interact with the social media platform.

As per England Hockey best practice, CCHC requires that any Club Officer in this role complete the [England Hockey Online Safeguarding & Protecting Young People in Hockey Course](#).

Administrators should read and understand the '[CCHC Social Media Editorial Policy](#)' (see Appendix).

## Current Platforms

### Instagram

CCHC has a public profile on Instagram (@cchcuk) and public profiles for individual CCHC teams, which are used to promote the activities of CCHC. Anyone can follow the Instagram account(s), but we will only follow Instagram accounts that we know to belong to adults, and are compliant with CCHC policies and guidelines. Comments from other users are currently allowed on this platform, but will be reported if deemed to be inappropriate.

### Facebook

CCHC: Cambridge City Hockey Club <https://www.facebook.com/cchcuk/>

CCHC has a public group on Facebook called 'CCHC: Cambridge City Hockey Club'. Anyone can follow this Facebook group, see who's in the group and what they post. This Facebook group is used to celebrate and share the activities of CCHC and its members. Posts and comments can be made by anyone who is a member of the Facebook group. Administrators from CCHC moderate posts and will remove any content posted by group members if deemed inappropriate.

CCHC Socials <https://www.facebook.com/groups/433004843549545/>

CCHC also has a closed group on Facebook called 'CCHC Socials'. This group is only accessible to adult members (those over 18 years of age) of Cambridge City Hockey Club, and administrators from CCHC moderate who is allowed to join the group. This Facebook group is used to promote and share CCHC social events. Posts and comments can be made by anyone who is a member of the Facebook group. Administrators from CCHC moderate posts and will remove any content posted by group members if deemed inappropriate.

### Twitter

CCHC has a public profile on Twitter, which is used to promote the activities of CCHC. Anyone can follow the Twitter account, but we will only follow Twitter accounts that we know to belong to adults, and are compliant with CCHC policies and guidelines. Comments from other users are currently allowed on this platform, but will be reported if deemed to be inappropriate.

## What content we publish

CCHC publishes content that showcases and celebrates the activities of Cambridge City Hockey Club, and which promotes hockey more generally. This includes text, photographs, and videos. We may also use our social media accounts to interact with other users' content, including liking, sharing, and commenting.

We will always ensure that any content we publish is consistent with our [Data protection Policy](#), appropriate for young people, and consistent with the values of CCHC and hockey as set out in the [CCHC Code of Behaviour](#), [England Hockey Safeguarding and Protecting Young People Policy](#), [England Hockey Procedure and Good Practice Guidelines](#), and the [England Hockey 'Respect' Code of Ethics and Behaviour](#).

The profile / bio section of our social media accounts will always include a link to the official website of Cambridge City HC.

Where we publish images (photographs or videos) we will ensure that we have appropriate permissions. We will also take steps to remove images of people if requested, in line with our [Data Protection Policy](#). We will acknowledge ownership of images where appropriate. We will not include any information that would enable a young person (any person under the age of 18) featured in an image to be identified.

CCHC will ensure that content, including comments and replies, is regularly reviewed by CCHC administrators. Any content deemed inappropriate will be removed, and reported if appropriate. CCHC will block any persons trying to post inappropriate content.

### Interaction with other users

A significant part of the value of social media comes from interactions with other users.

We may publish content that encourages interaction, including inviting other users to respond or share additional content.

We may also use our social media accounts to interact with other users' content, including following, liking, sharing, tagging, and commenting.

We will only follow social media accounts that we know to belong to adults, and are compliant with CCHC policies and guidelines.

CCHC will never 'tag' a young person (anyone under the age of 18 years old) in our content. We will not include any information that would enable a young person featured in an image to be identified.

We will never ask anyone to share personal information over social media.

We never use the direct messaging functions on any social media platform to communicate with young people (anyone under the age of 18 years old).

### Use of personal social media accounts

We recognise that members of CCHC (club officers, playing members, and non-playing members) may have personal social media accounts that they use to share their personal involvement with CCHC and with hockey more broadly.

We encourage all members to follow the principles set out in this policy when using their personal social media channels to share their involvement with CCHC and with hockey more broadly. In particular, ensuring that content relating to CCHC is consistent with our [Data protection Policy](#), appropriate for young people, and consistent with the values of CCHC and hockey as set out in the [CCHC Code of Behaviour](#), [England Hockey Safeguarding and Protecting Young People Policy](#), [England](#)

[Hockey Procedure and Good Practice Guidelines](#), and the [England Hockey 'Respect' Code of Ethics and Behaviour](#).

Club Officers in particular should be conscious of how their use of social media impacts the reputation of CCHC.

## Complaints

Any persons who have concerns or complaints about content available on CCHC social media sites should contact the CCHC Welfare Officer at [welfare@cambridgecityhc.org](mailto:welfare@cambridgecityhc.org).

Any complaints received by CCHC social media site administrators should be directed to the CCHC Welfare Officer at [welfare@cambridgecityhc.org](mailto:welfare@cambridgecityhc.org).

## Appendix

### CCHC Social Media Editorial Policy

This aims to provide additional guidance in relation to specific areas of content. It is not a substitute for reading the policy in full.

#### General

The bio should contain information about how to contact CCHC, including a website address, but should not contain links to any social media accounts that are not administered by CCHC.

Photographs should be credited on the images or in the text of a post.

Posts should be reviewed by another administrator. This is mandatory for any post containing personal content.

Content including any comments/replies will need to be constantly reviewed. Inappropriate content should be removed and reported if appropriate.

Block any persons trying to post inappropriate content.

Notifications should be actioned by the administrator who reads them.

Do Not post any images/video that might damage the personal or professional reputation of a Club Member or the values that CCHC seeks to represent.

#### Accepting friends/followers, and minimum user age

CCHC has a clear policy as to who can use each of its social media platforms (see [Current Platforms](#))

The social media profile must not follow any personal accounts of any young person (any person under the age of 18 years old). Young people are encouraged to follow us on these platforms, but it is CCHC policy that CCHC will not follow them back, or respond to any Direct Messaging.

CCHC will check the user profiles followed by CCHC social media platforms to ensure they are appropriate.

#### Direct Messaging

Administrators should avoid using the messaging function if possible.

CCHC recognises that some site users will use the direct messaging function available on social media sites to contact CCHC. Where appropriate CCHC will use standard replies to redirect all messaging to the appropriate point of contact.

The direct messaging function must never be used to communicate with a young person (any person under the age of 18).

### Use of Images (photographs or videos)

Where we publish images (photographs or videos) we will ensure that we have appropriate permissions.

We will not include any information that would enable a young person (any person under the age of 18) featured in an image to be identified. Any images of young people cannot name or tag the young person. This includes posts in Instagram Stories.

### Sensitive topics

Sensitive topics such as faith, gender, race, body image, weight or attractiveness (e.g. referring to someone as sexy or good looking) should be avoided at all times.

A neutral voice is encouraged. It should not be possible to tell whether it is a man or a woman posting.

### Promotional Material for CCHC Social Events

Any post promoting a CCHC Social Event must clearly state the age limit of the event in the post.

Do not tag Club Members into photographs or Instagram Stories posted about CCHC Social Events.

Do Not post any images/video that might damage the personal or professional reputation of a Club Member or the values that CCHC seeks to represent. For example, any Club Member under the influence of alcohol.

### General Summary

Always consider any messages, photos, videos or information - is the content e.g. photographs and text, appropriate to the audience? Is it compliant with CCHC policies and guidelines?

Ensure you have the appropriate permissions to use images (photographs or videos).

Never include any information that would enable a young person (any person under the age of 18) featured in an image to be identified.

Promoting socials, the hockey community, and coming together is encouraged and a key part of our social media presence.

Think if you were to see this and didn't know anything about the club - what would you think?

**Think before you post!**