



## Leeds Adel Hockey Club Social Media Guidance

A large number of participants now use social media as a matter of course in our everyday lives; communicating with friends and family within hockey circles to talk about the sport and promote activities.

In light of the opportunities, and the potential pitfalls, of social media, it may be worth considering a list of 'do's and don'ts'. Ultimately, the most practical advice we've heard is 'be sensible about what you post'.

The following list has been compiled from social media guidelines used by other sporting organisations, including those recently circulated by the British Olympic Association in advance of London 2012.

### **Do's**

- Be authentic, natural, personable and insightful.
- Show your personality and discuss your interests on and off the pitch. People will engage with you when you have something interesting to say or they share a common interest and connection with you.
- Use tasteful humour when appropriate.
- Do engage with other players, fans and individuals. They are interested in you.
- Do pause and think about what you are saying. Engage your brain before you type and think about the impact of what you say.
- Do be careful, respectful and positive. You are personally responsible for what you post. If in doubt, don't post it.
- Do think about your image - 'what do I want people to think about me or my club?'
- Do consider who you are interacting with - you will likely come into contact online with under 18s. Familiarise yourself with safeguarding regulations in relation to engaging with under 18s.
- Do respect confidentiality within the team e.g. tactics, squad information, announcements, coaching advice, training sessions.
- Be smart about protecting yourself, your privacy, and confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully.
- Be aware of imposters.



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### Don'ts

- Don't post content that discriminates against individuals or groups on the basis of age, disability, gender reassignment, marriage & civil partnership, pregnancy & maternity, race, religion or belief, sex, sexual orientation.
- Don't talk about tactics, specialist set plays, technical nutrition, team selection or anything that might give away confidentialities. These are competitive advantages.
- Don't write anything on social media channels that you wouldn't feel comfortable seeing in a newspaper or hearing on TV. Everything you write is treated as a direct quote i.e. 'Don't tweet what you wouldn't say to your mum/gran' or 'Think before you tweet' or 'Would I say this to a journalist?'
- Don't speak negatively about team mates, competitors, officials or governing bodies. Never use slurs, personal insults or obscenity. Be professional and respectful.
- Don't Tweet or use social media within the agreed timescales set by team management during competition time e.g. X hours before a match, Y minutes after a match.
- Don't 'drink and dial'! If you are socialising and have access to your social media accounts on your smartphone or a PC/laptop, it is advisable to step away from the keyboard! Be very careful what you say, do and post because once it's on a social media channel, it can go viral very quickly.
- Don't engage in on-line disputes and don't allow family or friends to argue on your behalf.
- Don't post pictures or statements that are not in keeping with the conduct and ethics of the sport