



Social Media Policy

Policy Name	Social Media Policy
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Reviewed By	Jake Oakley – Club Chairman
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This policy exists in conjunction with policies laid out by The British Para Ice Hockey Association and England Ice Hockey



Foreword

Social media is ingrained into everyday life, and it is often assumed that an individual or organization will have a social media presence, and an understanding of how social media works.

The Sheffield Steelkings recognise the importance of using social media to develop our brand, find new players, volunteers, and fans, and to promote the sport of para ice hockey.

Scope

Social media covered by this policy includes, but is not limited to:

- Social networks; such as Facebook, Twitter, and Instagram
- Video sharing websites; such as YouTube, Twitch, and Vimeo
- Websites
- Blogs
- Chat rooms

This policy applies to all posts made by official Sheffield Steelkings accounts, and to the accounts of representatives of the club, including players and volunteers, when concerning matters relating to the Sheffield Steelkings, the British Para Ice Hockey League / Association (BPIHL / BPIHA), and other teams within the BPIHL.

This policy does not apply to the personal use of social media where it is not related to or there is no reference to the Sheffield Steelkings, BPIHL/BPIHA, its competitions, other teams, other players, or the reputation of para ice hockey in this country.



Responsibilities

The Sheffield Steelkings, on our official accounts, and all representatives of the club, including players and volunteers, will use social media in the following ways:

- Not damage the reputation of the Sheffield Steelkings, BPIHL / BPIHA, or other teams within the BPIHL.
- Not post derogatory or unnecessarily negative comments about other players, clubs, or match officials.
- Not engage with posts or comments made by others that concern the above points.
- Give appropriate attribution/credit, including links where applicable, for any copyrighted works, such as match photography.

The Sheffield Steelkings will apply common sense as the best guide to whether the content of a post is appropriate.

Obviously, anything that is dishonest, false or misleading, and any material that is offensive, harassing, discriminatory, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate will never be posted.

The Sheffield Steelkings are mindful of the fact that the minimum age for most social media services is 13 years old, and will not encourage the use of its social media platforms by users below the minimum required age for the platform.