



Social Media Policy and Procedures

Grimsby Hockey Club Trustees

1. Purpose

This policy ensures the responsible use of social media by Grimsby Hockey Club members, staff, volunteers, and trustees to promote the Club, protect its reputation, and maintain a safe and respectful online environment.

2. Scope

This policy applies to all individuals representing the Club on social media platforms, including:

- Trustees, staff, and volunteers.
- Coaches, players, and parents.
- Members managing official Club accounts.

It covers both personal and official use of social media that may impact the Club's reputation or operations.

3. Definitions

1. **Social Media:** Platforms such as Facebook, Twitter (X), Instagram, TikTok, LinkedIn, YouTube, WhatsApp, and other digital communication tools.
 2. **Official Use:** Content shared via the Club's official social media accounts.
 3. **Personal Use:** Content shared via an individual's personal accounts that may reference the Club.
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4. Principles

Grimsby Hockey Club is committed to:

- **Professionalism:** Ensuring all online communication reflects the values of the Club.
- **Respect:** Promoting inclusivity and avoiding offensive or discriminatory content.

- **Safety:** Protecting the privacy of members, particularly children and vulnerable adults.
 - **Compliance:** Adhering to legal, safeguarding, and data protection requirements.
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Social Media Guidelines

5. Official Club Accounts

1. **Authorization:**
 - Only designated individuals may post on the Club's official accounts.
 - Access credentials must be securely managed and updated as needed.
 2. **Content:**
 - Posts must align with the Club's values and mission.
 - Promotional content must be approved by the Communications Officer or relevant trustee.
 - Avoid sharing confidential or sensitive information.
 3. **Engagement:**
 - Respond to comments and messages professionally.
 - Avoid engaging in arguments or negative discussions.
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6. Personal Use of Social Media

1. **Referencing the Club:**
 - Members referencing the Club must ensure their content is respectful and does not bring the Club into disrepute.
 - Disclaimers (e.g., "views are my own") may not excuse inappropriate comments.
 2. **Confidentiality:**
 - Do not disclose sensitive or private Club information, including player details, finances, or disputes.
 3. **Respectful Interaction:**
 - Refrain from posting offensive, discriminatory, or defamatory comments about the Club, its members, or third parties.
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7. Safeguarding and Privacy

1. **Protecting Children and Vulnerable Adults:**
 - Obtain consent before posting photos, videos, or identifying information.
 - Avoid tagging minors or sharing their personal details.
2. **Data Protection:**
 - Ensure compliance with GDPR when handling member data.
 - Secure permissions for the use of member information in social media content.

Procedures for Managing Social Media Issues

8. Reporting Misuse

1. Informal Reporting:

- Concerns about inappropriate or harmful content should be raised informally with a Club official, such as the Communications Officer or Safeguarding Officer.

2. Formal Reporting:

- Submit formal complaints in writing to the Club Secretary, including:
 - Details of the incident (date, time, platform).
 - Screenshots or evidence of the content.
 - The impact of the issue.

9. Investigation Process

1. Acknowledgment:

- The Club will acknowledge receipt of complaints within **five working days** and outline next steps.

2. Investigation:

- A designated trustee or officer will review the evidence and interview involved parties.
- Investigations will typically be concluded within **14 working days**.

3. Outcome Notification:

- Parties will receive written notification of the outcome within **three working days** of the investigation's conclusion.

10. Consequences for Policy Breaches

1. Minor Breaches:

- Verbal or written warnings.
- Mandatory training on social media use.

2. Serious Breaches:

- Temporary or permanent removal of posting privileges.
- Disciplinary action, including suspension or termination of membership, if necessary.

11. Appeals Process

1. Requesting an Appeal:

- Appeals against decisions can be submitted in writing to the Chair of Trustees within **10 working days** of the outcome notification.
2. **Review:**
- Appeals will be reviewed by a panel of trustees not involved in the initial investigation.
 - A final decision will be issued within **10 working days** of receiving the appeal.
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12. Monitoring and Review

1. **Content Oversight:**
- The Communications Officer will periodically review posts on official accounts to ensure compliance.
2. **Policy Review:**
- This policy will be reviewed annually to address emerging trends or issues in social media use.
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This policy aims to protect Grimsby Hockey Club's reputation, foster a positive online presence, and ensure the safe and respectful use of social media by all members.

Approved by: Grimsby Hockey Committee

Approval Date: 01/05/2025

Next Review Date: [01/05/2026]