



World Masters Hockey

Social Media Policy

September 2020



Social Media Policy

Social media is changing the way we communicate and this policy has been developed to inform the WMH community with regard to using WMH Social Media. The aim is to enable and encourage them to engage and participate, while being mindful of related responsibilities and obligations. This policy provides practical guidance and protection which will allow us all to benefit from using WMH Social Media, protect the reputation of WMH and Masters Hockey in general and minimise opportunities for unscrupulous people to access personal data.

This policy assists the establishment of a culture of openness, trust and integrity in all online activities relating to WMH and contains guidelines to enable the wider Masters Hockey community to engage in the use of Social Media in a safe and enjoyable environment. It also includes examples of behaviour which would be considered as breaches of the policy.

In circumstances where it appears that relevant guidance about particular Social Media issues is not contained within this policy, it is recommended that common sense is applied and advice sought from relevant WMH Committees.

Policy Overview and Purpose

This policy is applicable to all those involved in WMH activities, using WMH Social Media, representing WMH on Social Media in an official capacity, or posting content relevant to WMH which might affect WMH operations, services, events, sponsors, members or reputation. It does not apply to personal use of Social Media which is unrelated to, or makes no reference to WMH or its operations, services, events, sponsors, members or reputation. However, use of Social Media, not directly referring to WMH, may still be regulated by WMH policies if the use contravenes the spirit and standards outlined in this policy and the WMH Code of Conduct which applies to all hockey participants involved in WMH matches and events.

Social Media

This refers to any online tools or functions that allow people to communicate and / or share content via the internet. This Social Media Policy applies to platforms including, but not limited to:

- Social Networks (e.g., Facebook, Twitter, Instagram, LinkedIn, Google+, Pinterest etc.)
- Video & photo sharing websites or apps (e.g., YouTube, Vimeo, Instagram, Flickr etc.)
- Blogs and microblogging platforms (e.g., Tumblr, WordPress, Blogger, etc.)
- Review sites (e.g., Trip Advisor, Yelp, etc.)
- Live broadcasting apps (e.g., Periscope, Meerkat, Facebook Live, etc.)
- Podcasting (e.g., iTunes, Stitcher, Sound cloud, etc.)
- Geo-spatial tagging (e.g., Foursquare, etc.)
- Online Encyclopaedias (e.g., Wikipedia, etc.)
- Instant messaging (e.g., SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.



Using Social Media in an Official Capacity

No one can imply they represent WMH on social media or use the WMH logo and / or registered trademarks unless this has been agreed by the EB in advance. Those authorised to represent WMH on Social Media in an official capacity must be able to demonstrate a comprehensive understanding of how to apply positive and professional approaches in their use of Social Media.

As part of the WMH community, such individuals are an extension of the WMH Brand and the boundaries between self-representation and WMH representation can sometimes become blurred. The higher the individual's WMH profile, the greater the dangers inherent in a lack of awareness of the potential damage inappropriate behaviour can cause to an individual's and the WMH's reputation.

Common Sense

Where there is uncertainty regarding the appropriateness of content, seek advice from others or refrain from sharing that content. Examples of inappropriate content include, but are not limited to, non-constructive personal criticism, racism, sexism and ageism. Posting on social media of comments in respect to officials' decisions and player behaviour during or after matches or events is unacceptable and likely to bring WMH into disrepute.

WMH encourages constructive criticism and honest opinions are perfectly acceptable given that WMH strives to be an open and transparent organisation. However, emotional suggestions that decisions might be 'crazy' or 'swayed by profit' or 'biased' or 'incompetent' or 'outrageous' is not helpful or fair, especially when all relevant facts might not be known or understood. Everyone makes mistakes and hindsight nearly always identifies a better way or decision, but when decisions with which one disagrees are made, the best and most helpful approach is to ask the question 'Why?' and politely offer an alternative approach and WMH will respond accordingly.

WMH related Social Media is a window through which the world can observe WMH and therefore every contributor is a WMH ambassador. Any activity which might tarnish the reputation of the organisation could potentially dissuade commercial sponsors from engaging with WMH and economically hinder further development.

Honesty

Your honesty...or dishonesty...may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. WMH recommends erring on the side of caution. If you have any doubts, do not post or upload. Do not post anything anonymously, use pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, declare that interest. If you make an endorsement or recommendation about something with which you are affiliated, or have a close relationship, you must disclose that affiliation. The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

Use of Disclaimers

A prominent disclaimer stating who you work for and / or your affiliations may be appropriate if you have a vested interest in a topic. Stating that your published content is a personal opinion rather than an official communication may also be wise. However, do not rely on such a disclaimer keeping you out of trouble as it may not be enough to avoid legal action in certain circumstances.



Reasonable Use

If you are an employee or WMH Official, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

Confidentiality and Sensitivity

When using social media, you must maintain the privacy of WMH confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of WMH. Remember, if you are online, you are on record and much of posted online content is public and searchable.

Within the scope of your authorisation by WMH, it is perfectly acceptable to talk about WMH in general and enter into dialogue with the community, but discussion of any information which WMH has deemed to be confidential is unacceptable and a breach of WMH statutes.

When using social media, you should be considerate of others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. The publishing of anything relating to minors is strictly prohibited unless it refers in a positive manner to members of the publisher's close family.

Use of a Person's Identifiable Image

Participants in WMH endorsed or sanctioned events should be aware that their photographic image may be used in WMH Social Media and / or to promote WMH. All of us should refrain from posting information or photos of a sensitive nature, including accidents which caused injuries or incidents involving controversial behaviour. In every instance, the consent of the owner or individuals with regard to the copyright of an image is required.

Complying with Applicable Laws

Do not post or insert a link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content. WMH is a global organisation and it should be recognised that some online posts might be unacceptable to fellow Masters Hockey participants in other countries. Please consider ethnic, religious and cultural variances before posting anything which could cause offence. The [WMH Code of Conduct](#), which can be found at the end of this document, applies in all cases.

Copyright Laws

It is critical that we all comply with the laws governing copyright in relation to material owned by others and the WMH copyrights and brands. Never quote or use more than short excerpts of someone else's work and always attribute such work to the original author / source. It is good practice to link to others' work rather than reproduce it.

Discrimination, Sexual Harassment and Bullying

The public in general, and WMH employees and members, reflect a diverse set of customs, values and points of view. Do not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media, you will be bound by the WMH Code of Conduct and any other relevant WMH policies relating to the behaviour and conduct of WMH Members and other participants at WMH events.

Avoiding Controversial Issues

Within the scope of your authorisation by WMH, if you see misrepresentations made about WMH in the media, bring these to the attention of members of the WMH EB or Committee members. Always do so with respect and be mindful of the facts as opposed to conjecture or rumour. When speaking about others, make sure that what is said is based on the facts and will not discredit or belittle these third parties.



Online Errors

If an error has been made in a posting on social media, be up front about the mistake and address it quickly. If modifying a post is the best option, clearly identify that the post has been modified. If WMH has posted something improper (e.g., illegal use of copyrighted material or a defamatory comment) contact WMH immediately and if necessary, seek legal advice.

Consequences of Inappropriate Behaviour

Always follow the terms and conditions for any third-party sites in which you participate. Anyone posting content on social media will be held responsible should the content fail to meet the acceptable criteria set out in these guidelines, even if they were not the author of the content. Individuals who have done this may be subject to disciplinary proceedings.

Branding and WMH Intellectual Property Rights (IPR)

The use of WMH's IPR or imagery on personal social media is prohibited without prior WMH approval. WMH's IPR include, but are not limited to:

- Trademarks / Wordmarks / Logos / Slogans;
- Imagery posted on WMH official Social Media sites or Websites.

Examples of Prohibited Actions:

- Use of the WMH's trademarks or name without prior approval from WMH.
- Implying that one has WMH authority to speak on behalf of WMH without official authorisation.
- Not adhering to the guidance contained within the WMH Branding Manual when administering / creating / editing official WMH Social Media and Web sites.

Policy breach examples

Examples of breaches of this policy include but are not limited to:

- Using WMH's name, motto, and/or logo in a way that would result in a negative impact for the organisation and / or its members.
- Posting / sharing content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting / sharing content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting / sharing content, which, if said in person during the playing of the game would result in a breach of the rules of the game.
- Posting / sharing content in breach of WMH's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting / sharing material to WMH Social Media channels that infringe others' IPR.
- Posting / sharing content that is in breach of applicable Scottish laws. Where a breach originates outside of Scotland, the laws pertaining to that country or political union may also apply. WMH Ltd is a company limited by guarantee and registered in Scotland (UK).
- Posting / sharing material that brings, or risks bringing WMH, its affiliates, Masters Hockey, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is interpreted as lowering the reputation of that person or organisation in the eyes of the ordinary members of the public.



Reporting a Breach

Immediately contact secretary@worldmastershockey.org to report any inappropriate or unlawful online content relating to the WMH, or any of its members, or published content that may be in breach of this policy.

Appeals

Any person who is sanctioned under a disciplinary process relating to a breach of this policy may have a right of appeal in line with the WMH's Appeals & Resolution Procedures Policy.

Other Applicable Legal Considerations include, but are not limited to:

- Anti-Discrimination Laws;
- Defamation;
- Employment Laws;
- Equal Opportunity Laws;
- Gaming Laws;
- Human Rights Act (UK 1998) / Scotland Act 1988;
- Data Protection Act (UK 2018) / Freedom of Information Act (Scotland 2002);
- Intellectual Property Laws, including Copyright and Trademark Laws, Privacy,
- Confidentiality and Information Security Laws;
- Applicable laws in countries or political unions outside of Scotland;
- Advertising Standards;
- Contempt of Court.

Protecting Privacy

Posting any online content carries the risk of it becoming publicly available beyond the intended audience. Privacy settings on social media sites are not foolproof and content can be forwarded to individuals who were never supposed to see it. Therefore, refrain from posting any content online that you would not be happy for anyone to see. Be very cautious about disclosing personal details. People, with whom you are communicating online, may not be who you think they are or whom they claim to be. Check your social media privacy settings regularly and never assume that your audience is very limited. Cyber criminals spend a lot of time and energy trying to gather information they can profitably use and often at an innocent person's expense. Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

WMH Code of Conduct:

1. [Participants](#) shall at all times conduct themselves fairly and properly on the field of play, in any part of the hockey venue, in their accommodation and / or when travelling to and from events. Participants agree to conduct themselves in a manner that shall not prejudice the interest of hockey or which shall bring the game into disrepute.
2. **The following shall be regarded as conduct which is improper, unfair, and unacceptable:**
 - (a) Verbal / physical abuse or hostility towards any other participant, person or any other member of the public.
 - (b) Disputing, protesting and / or reacting in a provocative or disapproving manner in inappropriate ways toward any decision made by an umpire or official.
 - (c) Feigning injury and / or overreacting to an alleged breach or decision.
 - (d) Charging or advancing towards an umpire or technical official in an aggressive manner when appealing.
 - (e) Using rude or abusive language or hand signals.
 - (f) Abuse of hockey equipment or clothing, venue equipment or fixtures and fittings.



- (g) Failure to comply with any directives for medal presentation ceremonies.
- (h) Any act that appears to, or is intended to, influence any participant or which may affect any decision, the outcome of any match, or the tournament result. (e.g., inducements in the form of money or gifts).

3. Public Statements

- (a) **WMH** (and **FIH**) define a “public statement” as any statement in which the whole, part or essence, is made public. Such statements may be made in a newspaper, magazine, periodical or by any electronic (internet, E mail, Social Media such as Facebook, Twitter, Instagram etc.) or other means through the medium of television, radio or any other manner, regardless of the circumstances in which the statement was made.
 - (b) Public statements must be fair, constructive and reasonable and must not involve a personal attack on another player, umpire, appointed official or administrator.
 - (c) It is recognised that fair and reasonable comments on the game in general are essentially in the interests of everyone, however, it further recognises that in the interest of maintaining the generally excellent relations that currently exist between players, umpires and officials, it is necessary to ensure that any such comment and criticism is constructive in nature.
4. **Participants** are responsible for the use of any medication(s) during the event. Participants support drug free sport worldwide and comply with the terms of the WADA code and the FIH Anti-Doping Rules.
5. **WMH** and **FIH** shall be permitted to use any images taken of Participants during events. The images will be used in general to support and promote the sport of Hockey and Masters Hockey worldwide.
6. **Participants** shall not participate in, support or promote any form of betting or gaming activities, including online betting or gaming activities or betting with another person, related to the event in which they are participants.

“**Participant**” means and includes all team members and officials including players, managers, coaching and support staff and all Tournament Officials including the Technical Delegate, Technical Officers, Umpires Managers, Medical Officers, Judges, Umpires, Host Organising Committee and any other appointed official.