

## Social Media Policy

One of Field Hockey Ontario's (FHO) core values is community spirit. We connect around our shared passion, fuel a pride of belonging and honour our cultural mosaic. Social media is a channel that allows us to foster this community spirit by engaging with our community online.

FHO believes this kind of interaction can help us to build stronger, more successful relationships, encourage the participation of our members - including non-playing members - and enhance the field hockey community's knowledge of all things field hockey in Ontario. It's a way for us to take part in conversations related to the work we are doing at FHO, and to help us build a thriving, engaged and successful community.

The following guidelines apply to all registrants of FHO, including Board of Directors, Committee Members, full-time and part-time staff, interns, volunteer staff (eg provincial coaches, managers, umpires and coach educators) and FHO players representing Ontario in their posts.

Representing FHO in social channels is an opportunity and not a right, so please be respectful of our principles. The following guidelines apply to the FHO website and blog, Facebook, Twitter, Instagram, Snapchat, Teamsnap, and any other digital social channels.

### **Be Honest**

- Your honesty - or dishonesty - will be quickly noticed in the social media environment. Remember, one of FHO's key values is integrity - we are open and honest, proactively communicate and make ethical decisions.
- Be transparent: Use your real name, identify that you are affiliated with FHO, and be clear about your role
- Be truthful: If you have a vested interest in something you are discussing, be the first to point it out and be specific about what it is. Be yourself: Stick to your area of expertise; write what you know. If you want to use someone else's thought, idea, or quote, give them credit. For example, in creating this policy, I looked at Rugby Ontario's policy. Thanks Rugby Ontario!
- If you publish a website outside of FHO, please use a disclaimer - something like this 'The postings on this site are my own and don't necessarily represent FHO's positions, strategies or opinions'.
- Remember that unless you have been authorized by FHO's Board, you cannot speak on behalf of FHO.
- Do not portray yourself as a spokesperson, even an 'unofficial' spokesperson, on issues relating to FHO and realize that people may likely form an opinion about FHO based on the behaviour of its personnel.

### **Protect Yourself and FHO**

- Make sure your words don't violate FHO's confidentiality or legal guidelines for commercial speech - or your own privacy.
- Remember, if you're online, you're on the record - everything on the internet is public and searchable. What you share is your responsibility.
- Never reveal private, classified or confidential information. If you're unsure, check with the FHO Board of Directors. If you pause, then you probably shouldn't post it.

Approved by Board of Directors August 26, 2017

- Once you hit share - you typically can't get it back, and even if you can delete it, chances are, someone's already seen it.
- Play nice - don't slam the competition, or us.

### **Use Common Sense**

- Perception is reality and in online social networks, the lines between public and private, personal and professional are blurred. Just by identifying yourself as a representative of FHO, you are creating perceptions about your expertise and FHO. Do us all proud.
- Take an extra second and keep cool: There can be a fine line between healthy debate and incendiary reaction. Try to frame what you write to invite differing points of view without inflaming others. Remember one of FHO's key values is respectful engagement - we welcome diverse perspectives and foster positive relationships.
- Avoid hostile or harassing communications in any posts or other online communications. Harassment is any offensive conduct based on a person's age, sex, gender identity, sexual orientation, race, national origin, colour, religion, marital status, disability, veteran status or other status.
- Admit mistakes: If you make a mistake, admit it and be upfront and quick with your correction. Modify an earlier post - just make it clear that you have done so.

If you aren't sure if something is appropriate when it comes to social networking, be smart and safe and check with the Field Hockey Ontario Board before posting.