



GLENANNE HOCKEY CLUB

SOCIAL MEDIA and Digital Communications POLICY

Communication is a vital part of creating and maintaining a safe, efficient and enjoyable environment for hockey.

How we interact with players, parents, our Club Officials and the wider hockey community will affect how well the organisation functions and how satisfying hockey can be for everyone concerned.

In the current climate, it is more important than ever to maintain a high-quality level of communication that is efficient, safe and fit for purpose. It is particularly important when the volume of information circulating can be daunting, when it is communicated by many methods and the receiver can become overwhelmed particularly if regular action is required.

We must always remember that we play hockey for enjoyment and that our club is run solely by volunteers.

All communications will abide by Data Protection Acts 1998, 2003 and as amended by GDPR 2018. Glenanne Hockey Club will, on a regular basis, communicate its business through the following forms (but not limited to); word of mouth, text, website, WhatsApp, Facebook, phone, email, X, Instagram and other electronic means and also by post.

We aim to improve the way we communicate our club business by following the procedures set out below:

- The communication should reach each person to whom it is applicable and this may mean that different methods are used in order to reach all members.
- Members must now give written permission for Glenanne to communicate with them. This is done at the beginning of the season on the Membership Application form or by text, WhatsApp or email during the season. A phonecall will not suffice.
- A member may, at any time, withdraw consent for Glenanne to communicate with them and they will have the option to 'Stop' or 'Unsubscribe'.
- The Club or officials within the Club, should not over communicate with members.
- Communication should only take place in an open environment where children are concerned and in an appropriate setting in which children are comfortable.
- The information must be said and /or written in clear and 'Plain English' taking into consideration the age or profile of the group to which it is being communicated. It must be remembered that in hockey the age difference on an adult team can vary widely and that under 18 years are likely to be part of the team.



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- Using 'Plain English' means adapting your language, tone and layout to make it easy for your target audiences to read, skim or scan and to get your messages quickly and effortlessly.
- Remember there are age restrictions for children with regard the use of social media and extra precaution should be taken by children using social media.
- Adult teams using WhatsApp or other communication tools for team notifications should ONLY have a parent of an under 18 in the group. No Under 18 members should be allowed join social communication groups under the clubs name. The administrators of each group are responsible for implementing these guidelines.
- If a child member (under 18) is to be communicated with online – it must be done through the parent/guardian and by the appointed communicator.
- If you suspect or see 'unknown numbers' please report so that the number in the group can be identified by name and that they are a legitimate member of the group/team/club.
- Administrators should block/remove an 'unknown number' or an illegitimate member if one is found in the group.
- Members should not share any private information or photos of other members on social media without their consent.
- Any phones/devices with an integrated camera should not be used at inappropriate times OR at any time in changing rooms.
- Adults and children who have phones/devices that are capable of connecting to the internet have an obligation to only interact with reputable sites online when representing the club.
- Misuse of a phone/device, including while on trips will be taken very seriously and disciplinary action may be taken. If this occurs it must be reported to a representative of the clubs management committee.
- If inappropriate material is communicated to you, please inform your parent/guardian if you are under 18 years of age. Parents or guardians can then inform the Club Childrens Officer. If you are an adult, please inform your Children's Officer, Coach or Team Captain if it concerns communication with a child and your Club Captain if it concerns another adult member.
- All members and parents are requested to respond in a timely manner if you are requested to do so regarding RSVP's to matches and training.
- Good communication is vital for our Club to function well.

Approved by:	Management Committee
Date Approved	11 September 2024
Review Date	Annually