



Media and Social Media Policy

SECTION A

Media and Reputation Policy

Policy Statement

This policy describes how AUCKLAND Hockey(AKH) manages its own reputation risk, the reputation risk of the sport of hockey, and its relationship with the media.

Purpose

Protect the reputation of AKH and the sport of hockey by ensuring that:

1. All news media enquiries, requests and commentary are identified and dealt with appropriately
2. Any issues that could have a material impact on AKH's reputation ("reputation issues") are identified and dealt with appropriately.
3. All AKH personnel including employees, contractors, players and coaches understands the AKH approach to the Media and Social Media Policy and that there is compulsory compliance with this policy

Scope

This policy applies to all AKH personnel, including employees, contractors, players, and volunteer coaches and managers. This policy also applies to all hockey officials and volunteers.

This Policy Covers:

News Media: This includes online media (including social media, websites/blogs, and discussion boards), radio and television, and print media (newspapers and magazines).

Media Commentary: Any news media item that refers to AKH, any of its personnel, teams, events, brands or any of its partners (in the context of the partner's relationship with hockey).

Reputation Success: Any issue that is or could potentially be controversial, or of interest to the media, or potentially damaging to AKH, its brands, its partner's brands or the sport of hockey.

Official AKH Spokespeople: AKH spokespeople are those who are authorised to speak on behalf of AKH and the wider sport in Auckland. The following roles are the official spokespeople for AKH:

- CEO – All matters related to Auckland Hockey and the wider sport
- Coach and Player Capability Manager – The high performance programme – direction, details, player-related matters.
- NHL coaches – competitions, performances and selections
- Chair – AKH governance and strategic matters; other matters where the CEO is not available or able to respond (and other employees are not authorised to respond) as determined by the board or CEO.

NB: players are not official spokespeople.



Dealing with The Media:

1. All news media-related enquiries and commentary must be immediately directed to the CEO.
2. The CEO will assess the issue and, if necessary, arrange key messages, Q&As, official statements and brief a Spokesperson.
3. Responses to media enquiries or media commentary are only to be provided by the appropriate Spokespeople or the CEO.
4. Equally, proactive approaches to media are only to be made by the CEO and/or an appointed spokesperson.
5. The spokesperson must follow the requirements of this policy and guidelines.
6. Good relations must be maintained with the media at all times; this includes prompt response to all media enquiries and provision of advice and/or commentary as appropriate.
7. Any issues that have the potential to be controversial, or of interest to the media, or potentially materially damaging to AKH, its brands, its partners' brands or the wider sport, must be escalated immediately to the CEO.

Roles and Responsibilities:

1. **AKH Personnel** are responsible for:
 - a. Referring news media enquiries and media commentary to the CEO or GM immediately
 - b. Identifying and escalating reputation issues to the CEO as soon as that issue is identified (see FAQ section of this policy for further information)
2. **The CEO** is responsible for:
 - a. Managing all aspects of AKH's interface with the media, including:
 - advising and preparing appropriate spokespeople,
 - developing media strategies,
 - developing key messages,
 - issuing media releases and Q&As, and
 - developing and executing proactive media campaigns
 - b. Managing engagement with media, including:
 - Ensuring media releases are factual and correct
 - Obtaining legal sign-off for key messages, Q&A and media releases where appropriate
 - Ensuring AKH's obligations with respect to personal information and privacy are observed
 - c. Informing key stakeholders about potential media issues or stories
 - d. Managing media-related issues, including misrepresentation of AKH or its brands, and media misconduct.
3. **AKH Spokespeople** are responsible for providing timely and accurate comment on behalf of AKH. See Media and Social Media Guidelines for a list of official spokespeople by role.
 - a. All official spokespeople must:
 - Use approved key messages and Q&A
 - Keep all media comments factual and correct
 - Treat all members of the media with courtesy
 - Ensure they respond to any media request within the agreed timeframe
 - Undergo regular media training
 - As appropriate, follow the recommendations of the CEO



- b. The following is not allowed by spokespeople:
 - Personal comment
 - Any discriminatory and offensive comments, and all posts that AKH reasonably deems not reflective of AKH's values
 - Critical comment about AKH policy
 - Assumptions made about the cause of any incident or issue
 - Comment (other than factual) on any matter other than that relating directly to the media issue, or that may bring AKH or the sport into disrepute
4. **Players** may be nominated by the CEO or any of the official spokespeople to provide timely and accurate information about team performances or matches.
 - a. players nominated must have undertaken media training
 - b. A player must notify the CEO about any media request before being interviewed or providing information
 - c. players have the same responsibilities and obligations as other AKH personnel and official spokespeople
 - d. players cannot make any discriminatory and offensive comments, and should refrain from making any posts that AKH reasonably deems not reflective of AKH's values

Observing This Policy

1. The CEO has overall responsibility for ensuring compliance with this policy.
2. All people managers (including coaches) are responsible for monitoring compliance within their own team. Any breaches of policy must be immediately reported to the CEO so that the issue can be appropriately managed.

Breaches of Policy

1. Examples of breaches
 - An unauthorised spokesperson commenting on an AKH or wider sport issue
 - Employees talking to media directly or giving AKH information directly to media
 - Employees or players posting unauthorised comments or information about AKH, or its brands on social media sites
 - Discriminatory and offensive media or social media commentary or posts
2. When there is concern of a possible breach of the Media and Social Media Policy, the CEO will investigate the circumstances and extent of the breach.
3. Any breaches of this policy must be notified to the CEO who, together with the GM, will manage any incidents and suggest what action is to be taken.



Media and Reputation Guidelines (FAQ's)

1. What is a reputation issue?

A reputation issue is an unusual situation that may portray AKH negatively or may potentially bring the organisation, its employees, partners or the sport into disrepute. This may include:

- a. Negative comments made about AKH and its brands in the media, including print, radio, TV, online and social media channels
- b. An actual or potential breach of legislation such as the Fair Trading Act, Privacy Act or Health and Safety in the Workplace Act
- c. An extremely angry or frustrated stakeholder
- d. A substantial or high-profile loss
- e. Tragic circumstances
- f. Threats to go to the media

2. I've just seen some negative comments about AKH, what should I do?

Direct this to the CEO or GM immediately.

3. Can I refer to AKH, its' competitors or teams on my facebook page or on other social media platforms?

It's okay to mention AKH, its brands, competitions or teams, or fellow employees or teammates (with their consent), but keep in mind that you are effectively representing AKH. You should not therefore make any comments that could potentially be controversial, damaging or disrespectful to AKH, its brands, competitions, teams, or your fellow employees or team members.

The **Social Media Guidelines** provide more information about best-practice use of social media platforms.

SECTION B

Social Media Policy

Scope

This policy applies to all Auckland Hockey (AKH) personnel including employees, contractors, coaches and players using social media such as, but not limited to, Facebook, YouTube, Instagram, Twitter, LinkedIn, Tinder, Blogs and Wikis such as Wikipedia and other sites where text or images can be posted.

Policy Statement

Business and individuals' interest in social media is growing rapidly. AKH recognises the need to have guidelines so that AKH personnel who post on social media, either as part of their job, as a team member or in a personal capacity, are clear on AKH's expectations.

We recognise the importance of social media and online conversations and respect the right of AKH personnel to freedom of speech. However, there are some basic principles of behaviour that we expect AKH personnel to respect when conducting online activities. These are summarised below and more detail can be found in AKH's Social Media Guidelines



Common Sense

Use common sense when posting information or opinions on the internet. You should assume that anything you post to the internet, regardless of privacy settings, will remain there forever and may be shared widely.

Personal Capacity

Unless you have specifically been authorised to speak on behalf of AKH, all postings published on the internet are your own and you are personally responsible for the content published.

Remember that publishing on a personal social media platform is as good as talking to the media. When posting as an individual make it clear that you are speaking for yourself and not on behalf of AKH. Do not post information or opinions that could be interpreted as an official opinion or statement on behalf of AKH unless you have prior permission of the CEO or Chair.

Do not use AKH's logo in your social media postings.

Posting on Behalf of AKH

Any social media posting on behalf of AKH needs to be authorised by the GM prior to posting, including players. Official communication via social media will be published under AKH's brand.

Presentation and Respect for Others

Act professionally. Any grievance or concern regarding your employment or team participation with AKH should be discussed directly with your coach, manager or the Chief Executive rather than appearing on social media.

Be thoughtful about how you present yourself in social media. Be mindful that, if you present yourself as a player or AKH employee or player your profile and content should be consistent with how you wish AKH, teammates and colleagues to perceive you and how AKH wishes to be presented. Players should also be mindful of the fact that they are viewed as role models by many and their public profile means that they may be connected with AKH regardless of any express statement to this affect on their social media pages.

Do not engage in any conduct on social media that would not be acceptable to AKH. Do not use racial slurs, insults or obscenities.

AKH reserves the right to direct you to remove certain posts or comments on social media that are unacceptable to AKH.

Other policies relevant to this section include:

- Social Media Guidelines
- Prevention of Harassment, Discrimination and Bullying policy
- Media and Reputation Policy

Legal Compliance

Because you are legally responsible for your postings, you may be subject to liability if your posts are found to be defamatory, harassing or in violation of any applicable laws including privacy or copyright laws.



Non-Compliance with AKH's Social Media Policy

Non-compliance with this policy and the accompanying Social Media Guidelines will be treated seriously and may result in the termination of your contract or a disciplinary process which could lead to termination of employment (or other contract).

Social Media Guidelines for Staff and Players (Personal Use)

Social media has blurred the lines between people's personal and professional time and space. It is important to understand that the impact of a person's social media presence can have repercussions in both their personal and professional lives.

Active social media interaction by staff and players in a personal capacity is encouraged, however, it is important that guidelines are in place to minimise the risk of social media engagement harming the reputation of the organisation, team or individual. Social media interaction may include posts and comments may by you on your own page. However, even 'liking' posts by others, or not removing inappropriate comments by others on your social media page, may reflect adversely on you and/or AKH.

These guidelines aim to provide best practice for staff who participate in social media platforms, including Facebook, Twitter, Instagram, YouTube, Snapchat, LinkedIn and blogging sites.

The below applies to all AKH personnel (including employees, contractors, players and volunteer coaches and managers).

Guidelines

1. Public vs Private

Despite the existence of privacy options, many items published in social media are publicly accessible and it can be difficult to guarantee that sites are fully private. Posts on social media can be shared or a screen-shot taken, meaning that they may have a permanency and be seen by an audience far wider than may have been initially intended. As such always start with the assumption that anything you say can be read by anyone, anywhere, at any time and remember that the internet has a long memory. Always exercise good judgement when posting and be aware that inappropriate conduct can negatively affect your organisation, team-mates and yourself. Always apply the following test: "Would my manager, coach or team-mates be happy to see this published?". An additional test is whether this is something you would publish the post in an advertisement in the newspaper.

2. Be Transparent

If you are commenting in a personal capacity about brands, campaigns or tournaments you are involved with, you should be open and transparent about who you represent or who you may be speaking on behalf of. Not revealing your identity could attract negative accusations that you are engaging in covert advertising or marketing activity. Be upfront that the views being expressed are personal. For example, if you have your social media page or website, use a disclaimer such as: "The views expressed on this page/website are my own and do not necessarily reflect those of my organisation." If you are being paid for a post, you should also be transparent about this (e.g. #sp or #[brandname]partner).



3. Be Accurate

Posts should be accurate and fact-checked and capable of being justified. If you do make a mistake, ensure you correct it promptly. It is important to reference the earlier comment because even if the comment has been deleted, someone may have saved it as an image or other format to use as evidence. Always ensure that any criticism is backed up with solid evidence.

4. Be Professional

Always act in a professional manner and use sound judgement before posting. Always be polite and respectful of individuals' opinions, especially when discussions become heated. Show proper consideration for other people's privacy. Never post anything which could be deemed racist, sexist or offensive – this includes posing with alcohol, drugs and weapons.

5. Be Fair and Respectful

Never post malicious, misleading or unfair content about your organisation, colleagues, team, coaches, support staff, opposition or other stakeholders. Do not post content that is obscene, defamatory, threatening or discriminatory to an individual, brand or entity. Do not post comments that you would not say directly to another person and consider how other people might react before you post. If you respond to published comments that you may consider unfair always be accurate and professional. Remember to be authentic, constructive and respectful.

6. Be Smart

Respect other people's intellectual property including trademarks and slogans and copyrighted material. It's best practice to assume that all content online is protected by copyright. Make sure you have permission to post copyright items, properly attribute the work to the copyright owner where required, and never use someone else's work as if it were your own. If you are unsure as to who might own an item of content, it's better to err on the side of caution and not post the content. This is particularly important for hockey around photography and game footage.

7. Be Aware of Confidentiality

Only reference information that is publicly available. Do not disclose any information that is confidential to your organisation, or any third party that has confidentially disclosed information to you. Examples of confidential information would include brand performance, strategic plans, team selections, coaching information or any legal documents. Do not use any of this information without approval from the relevant person within AKH.

8. Be Aware of Privacy

Think carefully before you post information or images of others online. If photographs are taken during a match or official public event then posting them to social media is acceptable [AKH to confirm]. However, in other situations, consent should be sought before posting.

9. Be Careful

Do not use your organisation's or team's logos, trademarks or materials on your social pages, website or sponsorships unless it has been cleared for public use or been otherwise approved by the relevant person at AKH.



10. Stick to the Contract and Policies

Remember that all AKH personnel (including players) have a responsibility outlined in their codes of conduct and AKH policies to uphold the reputation of AKH and the sport, ensuring never to bring either into disrepute.

11. Assistance

If you require any advice or assistance in relation to these social media guidelines please contact James Sutherland via email gm@aucklandhockey.org.nz, General Manager

Media and Social Media Guidelines for our Brands (Commercial Use)

Brands are increasingly using traditional media as well as social media to engage directly in interactive communication with customers. Social media provides the tools to have targeted conversations with customers who can directly drive advocacy and word of mouth on brands. However, this valuable two-way dialogue still carries the same risks as any traditional form of communication in the public arena.

These guidelines aim to provide advice and guidance on how to responsibly manage these platforms. These guidelines should apply to any people undertaking media or social media initiatives which represent AKH.

Guidelines

1. Start with a Plan – Crisis Management

When planning a significant media or social media initiative on behalf of AKH, a management plan, including an escalation path, must be in place beforehand. This is a critical step given the possibility of negative publicity and subsequent damage to brand reputation if not handled in a planned and professional manner.

2. Only Use Key Spokespersons to Engage Media

When dealing with media, the AKH CEO should be the official spokesperson for anything regarding the organisation and its strategy or decision making process. There will also be times when others need to be quoted;

- CEO – Anything regarding AKH
- Chair – Anything directly involving the CEO which would remove them
- Coach and Player Capability Manager – On specific programme details and direction

3. Be Transparent

As for personal use, if you are commenting or posting in a commercial capacity about brands you work on, always be open and transparent about who you work for, who you represent or who you may be speaking on behalf of. When engaging directly in conversation with fans and stakeholders ensure that you demonstrate full transparency in relation to your interest in the brand. Do not make false representations about yourself, the organisation or the brand.

4. Be Accurate

Social media posts should be accurate and fact-checked and capable of substantiation. If you



do make a mistake, ensure you correct it promptly. It is important to reference the earlier comment because even if the erroneous comment has been deleted, someone may have saved it as an image or other format to use as evidence.

5. Be Professional

Always act in a professional and constructive manner and use sound judgement before speaking or posting. Always be polite and respectful of individuals' opinions, especially when discussions become heated. Show proper consideration for other people's privacy.

6. Be Fair and Respectful

Always be respectful of all individuals and communities you interact with in social media. Consider carefully how fans or the hockey community might perceive you as the representative/ambassador of AKH. Be careful in posting comments or content that may damage you or the brand's reputation. Areas to be mindful of are the use of exaggeration, colourful language or derogatory remarks. Do not post content that is obscene, defamatory, threatening or discriminatory to an individual, brand or entity. Do not post comments that you would not say directly to another person and consider how other people might react before you post. If you respond to comments (whether negative or positive) always be accurate and professional.

7. Be Responsible

Always abide by the terms of use of the social media platform with which you interact and seek to adhere to the guidelines of the particular platform.

8. Be Smart

Respect other people's intellectual property including trademarks and slogans and copyrighted material. It's best practice to assume that all content online is protected by copyright. Make sure you have permission to post copyright items, properly attribute the work to the copyright owner where required, and never use someone else's work as if it were your own. If you are unsure as to who might own an item of content, it's better to err on the side of caution and not post the content. This is particularly important for hockey around photography and game footage.

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10. Be Aware of Privacy

Think carefully before you post information or images of others online and ensure that you obtain consent before posting, where necessary.

11. Stick to the Contract

Remember that all AKH personnel (including players) have a responsibility outlined in their codes of conduct to uphold the reputation of AKH and the sport, ensuring never to bring either into disrepute.