

Fremantle Cockburn Hockey Club

Social Media Policy



The latest trends in Social Media add to the armoury for clubs and give the opportunity to build the club's profile in the community and provide online tools where members and stakeholders can get connected and informed. However, it's not a catch all, and it should be remembered that not all club members are as tapped in to the online world as others - our website, e-mail outs, Magpie and word of mouth will all continue to play a pivotal role in the way that the club engages and communicates with our community. All social media platforms that are engaged by the club should be online areas where our members (current & potential); sponsors and the wider hockey world feel comfortable sharing, connecting, and receiving help. Regular posting/updating by Fremantle Cockburn Hockey Club should be encouraged, however, it is important to remember not to overload our readers in order to keep them engaged with our output.

Usage Guidelines

- Social media channels should be used to promote Fremantle Cockburn Hockey Club in a positive manner.
- Remember that readers of Fremantle Cockburn Hockey Club posted social media content can include current & past members, potential members, family/friends of members, sponsors, administrators, rival clubs and the wider hockey community. Consider that before you publish and make sure you aren't alienating any of those groups.
- Recognise the permanence of social media.
- Be aware that we are a family club and readers of Fremantle Cockburn Hockey Club's social media output are of ALL ages. This should be reflected in the language and tone used when posting.
- Exercise good judgement & pause before posting.
- Don't reveal confidential or proprietary information pertaining to Fremantle Hockey Club.
- Be respectful.
- Don't criticise officials, governing bodies or fellow clubs.
- If you wouldn't say it to someone's face then don't post it online.
- Posting of images/video of junior members should only be done with the permission of parent/guardian.
- Member contact details should not be disclosed unless done so with permission of member.