



KALAMUNDA DISTRICTS HOCKEY CLUB

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SOCIAL MEDIA POLICY

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1. INTRODUCTION

1. The Kalamunda Districts Hockey Club (KDHC) acknowledges the immense value of social media and digital communication in connecting with our community. Social media serves as an indispensable tool to engage members, athletes, supporters, sponsors, and other stakeholders, reflecting its critical role in modern communication.
2. As the use of social media continues to evolve rapidly, it is vital for KDHC to establish a comprehensive policy that outlines clear guidelines for appropriate usage. This Social Media Policy (Policy) aims to foster a culture of openness, trust, and integrity in all activities related to social media and online communication, supported by education and training.

2. PURPOSE

1. This Policy defines the rules for the responsible use of social media by Relevant Persons, whether acting on behalf of KDHC, engaging with KDHC, or using social media personally while being associated with KDHC.
2. The key objectives of this Policy are to:
 - a. Promote and encourage appropriate social media usage among Relevant Persons.
 - b. Ensure Relevant Persons understand KDHC's approach to social media and its expectations for both professional and personal online communication.
 - c. Regulate the terms of use for KDHC-controlled, administered, or related social media platforms.
3. Furthermore, the Policy seeks to protect KDHC's intellectual property, confidential information, brand, reputation, and overall viability, while safeguarding the rights and interests of Relevant Persons.

3. APPLICATION OF THE POLICY

1. While this Policy does not form part of any contractual agreement, any non-compliance with its procedures may result in disciplinary action against Committee Members or Relevant Persons by KDHC. It is subject to periodic updates by KDHC.
2. This Policy applies to all social media communications made by Relevant Persons.

4. POLICY GUIDELINES AND PROCEDURES

1. KDHC recognises the essential role of social media in everyday life and business. However, its use must reflect KDHC's principles and uphold its policies.
2. Key considerations include:
 - a. All KDHC-related communications posted or shared on social media by Relevant Persons (including Authorised Users) must align with the values, ethics, and objectives of KDHC, akin to official KDHC documents.
 - b. Personal social media communications by Relevant Persons may still be interpreted as reflective of KDHC's views. As such, these must align with KDHC's values and ethics at all times.
3. Relevant Persons must maintain a clear distinction between professional and personal social media use.

5. KDHC BUSINESS USE – AUTHORISED USERS

1. Only Authorised Users are permitted to comment or publish information on Social Media on behalf of KDHC.
2. To gain Authorised User status for specific Social Media platforms, a Committee Member must receive written approval from the Marketing/Communications Committee.
3. Once a Club Member is authorised to use Social Media for KDHC, they must:
 - a. Join the Marketing/Communications Committee.
 - b. Adhere to the terms of this Policy.
 - c. Disclose their position as a Committee Member of KDHC.
 - d. Use only authorised KDHC accounts for the relevant platform, unless specially permitted to use an official account or avatar.
 - e. Share and comment on information already in the public domain.
 - f. Ensure all content is accurate, not misleading, and complies with KDHC policies and other relevant regulations.
 - g. Limit comments to their area of expertise and authority.
 - h. Maintain respectful communication at all times.
 - i. Comply with the terms of use for the respective Social Media platform.
4. Committee Members must not:
 - a. Engage in any activity that may harm KDHC, its brand, reputation, or rights, or those of its Associated Parties or Events.

- b. Share information about KDHC members that is confidential or commercially sensitive without prior written approval from the member and KDHC.
 - c. Reveal any Confidential Information without appropriate written consent.
 - d. Post material that may damage the reputation of KDHC, its Associated Parties, Committee Members, Events, or the Sport in general.
5. Club Members are encouraged to contact KDHC's Authorised Users for Social Media requests to ensure appropriate action on behalf of the Club. Members are also urged to support KDHC content by sharing posts created by Authorised Users.
6. Committee Members must follow this Policy and any guidance, training, or directives provided by KDHC regarding Social Media usage.
7. When accessing Social Media through the Computer Network, all Relevant Persons must:
 - a. Avoid commenting to journalists, politicians, or lobby groups outside their official duties as permitted by this Policy.
 - b. Refrain from excessive use of Social Media unrelated to official duties.
8. KDHC must maintain a clearly stated comment moderation policy or terms and conditions when inviting public comments on its official platforms.
9. All KDHC website-related activities, including Social Media usage, require Marketing/Communications Committee approval unless otherwise authorised by this Policy.

6. PERSONAL USE

1. Relevant Persons should recognise that their communications on social media can significantly impact KDHC and its Club Members. Potential damage may arise even if the Relevant Person is not explicitly identified as being affiliated with KDHC.
2. Relevant Persons must consider their employment or affiliation with KDHC when engaging in social media use, especially in the following scenarios:
 - a. When social media use could harm the Relevant Person's professional reputation;
 - b. When social media use could harm the reputation of KDHC, the Sport, or the Events;
 - c. When social media use could harm the Relevant Person's ability to collaborate with colleagues; and
 - d. When social media use violates KDHC's policies.
3. In personal or private social media activities, Relevant Persons must:

- a. Clearly indicate that their private opinions are their own and not representative of KDHC. A disclaimer such as "The views expressed are solely my own and do not reflect those of KDHC" is recommended;
- b. Refrain from publishing any content that is harmful, obscene, abusive, offensive, or illegal, as such content could cause harm to KDHC, its Associated Parties, the Sport, or the Events;
- c. Avoid posting material that may damage KDHC's reputation, or the reputation of the Sport or the Events, or bring any affiliated parties into disrepute;
- d. Ensure all posted content complies with KDHC's policies;
- e. Refrain from disclosing confidential information about KDHC, its operations, or its Associated Parties;
- f. Only share and discuss information that is publicly available;
- g. Avoid using or disclosing KDHC's intellectual property, including logos, email addresses, or other insignia, without prior authorisation;
- h. Avoid using the identity or likeness of any Committee Member without consent;
- i. Maintain respect for others at all times, especially in interactions relating to KDHC, while adhering to KDHC's policies;
- j. Follow the terms of use of the relevant social media platform; and
- k. Abide by all applicable laws, including but not limited to those concerning misleading and deceptive conduct, anti-discrimination, victimisation, vilification, privacy, intellectual property, anti-bullying, harassment, and defamation.

7. MONITORING, PRIVACY & CONSENT

1. KDHC may, from time to time, intercept or monitor the use of Social Media platforms by Club Members, although this is not a usual practice of the organisation.
2. Such monitoring may involve, but is not limited to, reviewing or intercepting messages sent and received, as well as tracking web pages accessed on the Internet. By utilising KDHC's Computer Network facilities, Club Members acknowledge and consent to this practice.
3. KDHC reserves the right to record any content or information posted on its Social Media channels. Such records may be used for administrative purposes or any other purpose aligned with KDHC's Privacy Policy.
4. KDHC advises all Relevant Persons to safeguard their personal privacy by refraining from sharing private information (e.g., email addresses, residential addresses, phone numbers) on Social Media platforms.

5. Explicit consent from individuals featured must be obtained before including any KDHC members in media or promotional content, such as videos or other public materials.

8. RESPONSIBILITIES

1. All Relevant Persons are responsible for ensuring their actions regarding the use of social media align with this Policy.
2. Relevant Persons are required to:
 - a. Adhere to the provisions of this Policy at all times;
 - b. Promptly report any perceived instances of non-compliance to KDHC and maintain confidentiality until the matter is resolved; and
 - c. Actively contribute to eliminating any Improper Use of Social Media within KDHC's club environment.
3. If a Relevant Person identifies inappropriate, unlawful, or policy-violating content related to KDHC, they must report it via email to: Kalamunda Districts Hockey Club - info@kalahockey.org.au.

9. CONSEQUENCES

1. If directed by KDHC, the responsible Relevant Person must remove, rectify, and/or publish a correction regarding any material posted on Social Media that KDHC deems to potentially breach this Policy or cause reputational harm to KDHC, a Relevant Person, or a KDHC sponsor.
2. Any Relevant Person who breaches this Policy may be held liable for any loss incurred by KDHC or its Associated Parties as a result of their actions.
3. If allegations of improper Social Media usage are substantiated, disciplinary action may be taken in line with KDHC Rules of Association. The severity of such action will consider all relevant circumstances, including the gravity of the breach. Possible outcomes include:
 - a. A formal apology.
 - b. Issuance of a warning.
 - c. Suspension or termination of membership or associated benefits.
4. All breaches of this Policy will be addressed in accordance with KDHC's Rules of Association and related policies.

10. REFERENCES

1. This Policy must be adhered to alongside the following KDHC documents:
 - a. Rules of Association.

- b. Codes of Conduct.
- c. Privacy Policy.

11. DEFINITIONS

1. For the purposes of this Policy, the below definitions apply:

Associated Parties means KDHC's members, athletes, sponsors, officials, and volunteers.

Authorised User means a person authorised in accordance with clause 2 of this Policy to use Social Media on behalf of KDHC.

Computer Network means all Internet, email, and computer facilities provided, supported, or paid for by KDHC. This includes, but is not limited to, desktop computers, laptops, mobile devices, and any other means of accessing KDHC's email, Internet, and computer facilities (e.g., personal home computers with access to KDHC's IT systems).

Confidential Information means information belonging to KDHC that is not publicly known.

Event means any particular event or series of events comprising Sport and/or entertainment activities conducted by, or under authorisation from, KDHC.

Improper Use means the use of Social Media in a way that does not comply with this Policy.

Intellectual Property means all rights or goodwill subsisting in copyright, business names, trademarks (or signs), logos, designs, patents, or service marks (whether registered or registrable).

Internet means a global electronic communications network providing access to numerous resources. The World Wide Web is a component of the Internet.

Relevant Persons means and include:

- a. KDHC Committee Members;
- b. KDHC authorised officials;
- c. KDHC members;
- d. KDHC athletes; and
- e. KDHC volunteers.

Committee Members means all KDHC committee members, including permanent, casual, and temporary members of the executive, junior, or subcommittees.

Policy means this Social Media Policy, as amended from time to time.

Social Media means any website or application enabling users to create, share content, or engage in social and online networking, including but not limited to:

- a. External social networking sites (e.g., Facebook, LinkedIn, Google Plus);
- b. Internal Websites;

- c. Video and photo-sharing Websites (e.g., Instagram, Flickr, YouTube, Snapchat, TikTok, Vine);
- d. Micro-blogging sites (e.g., Twitter);
- e. Weblogs, including corporate blogs, personal blogs, and media publication blogs (e.g., 'comments' sections on news websites);
- f. Forums and discussion boards;
- g. Online encyclopaedias (e.g., Wikipedia);
- h. Instant messaging platforms (e.g., WhatsApp, SMS);
- i. Video-on-Demand (VOD) services and podcasting; and
- j. Any other platforms or websites that facilitate content sharing or peer-to-peer networking.

Sport means the sport of hockey as administered by KDHC.

Websites means platforms covered by this Policy, including LinkedIn, Reddit, Facebook, Twitter, Instagram, Google+, Yahoo! Groups, YouTube, Blogs, Wikipedia, WhatsApp, TikTok, and any other website or application enabling content sharing and peer-to-peer networking.