

# Hoci Cymru Social Media and Communications Guidelines



<b>Name of Author</b>	Hoci Cymru
<b>Approved by</b>	Board of Directors
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## **Purpose:**

Hoci Cymru encourages the responsible use of social media & communications platforms by its members, employees, and affiliates. This policy aims to provide guidelines for appropriate behaviour and usage of all social media and direct communication tools such as WhatsApp and Facebook in a manner that reflects positively on the organisation and its stakeholders.

## Guidelines

### Respect and Professionalism:

- Always conduct yourself professionally and respectfully on social media & communications platforms.
- Avoid engaging in any behaviour that could be deemed as bullying, harassment, discrimination, or defamation towards others.
- Clubs to monitor their private group pages and chats and take action where appropriate for example; *a player sends an inappropriate message into the team's WhatsApp chat, it is the club's responsibility to have that message removed and to action any relevant disciplinary action.*

*Hoci Cymru's core values are to be connected, passionate, and energetic—are central to how we engage both on and off the field. When contributing to social media as a member of our organisation, it's important to reflect these values in all interactions and content.*

### Confidentiality and Privacy:

- Do not disclose confidential information related to Hoci Cymru, our members, sponsors, or any other stakeholders.
- Respect the privacy of others and refrain from sharing personal information without their consent.
- All members are expected to adhere to General Data Protection Regulation (GDPR) principles and report any suspected violations promptly to the designated data protection officer or relevant authority.



### Representing Hoci Cymru:

- Clearly differentiate personal opinions from official statements. Use disclaimers when expressing personal views that do not represent the organisation's stance.
- When identifying your affiliation with Hoci Cymru, ensure that your conduct aligns with the organisation's values and objectives.

*When posting on personal social media accounts, you can use disclaimers like: "Views are my own and do not reflect the views of Hoci Cymru."*

*However, if you identify yourself as part of Hoci Cymru in your profile or posts, ensure that your behaviour and content are consistent with the organisation's values of connection, passion, and energy. Even with a disclaimer, your actions should positively reflect Hoci Cymru's values and objectives.*

### Content and Posting:

- Ensure that all content posted is accurate, respectful, and lawful.
- Refrain from posting content that could damage the reputation of Hoci Cymru or bring our game into disrepute.

### Intellectual Property and Copyright:

- Respect intellectual property rights, including trademarks, copyrights, and proprietary information. Do not use copyrighted materials without proper authorisation.

### Avoid Spam:

- Minimise spam by refraining from posting repetitive, off-topic, irrelevant, or incomprehensible comments or content, thus assisting us in maintaining a spam-free environment.

### Moderation and Reporting:

- Report any inappropriate or offensive content related to Hoci Cymru to the appropriate authorities or administrators promptly.
- All clubs to monitor their own private Facebook pages and WhatsApp groups to ensure all members abide by the guidelines.

### Adhere to platform guidelines:

- Avoid violating the terms of service of any social media & communication platforms, which includes refraining from posting sexually explicit or violent material.



#### Consequences of Violations:

- Violations of this social media policy may result in disciplinary action, which can include but is not limited to warnings, suspension, or termination of association with Hoci Cymru in line with our [HC Disciplinary Policy and Procedures](#)

#### Acknowledgment:

All members, employees, volunteers, and stakeholders associated with Hoci Cymru acknowledge their understanding and adherence to the social media & communications guidelines upon affiliation or entering a contractual agreement.

#### **Further Information**

For further information about any aspect of the HC Social Media and Communications Guidelines, please contact:

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