



MELBOURNE CRICKET CLUB HOCKEY SECTION INC

MCC HOCKEY SECTION SOCIAL MEDIA AND COMMUNICATIONS GUIDELINE

Guideline overview and purpose

This guideline has been developed to inform our community about using social media, so people feel enabled to participate, while being mindful of their responsibilities and obligations. This guideline provides practical advice allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This guideline assists to establish a culture of openness, trust and integrity in all online activities related to MCC Hockey Section.

This guideline contains MCC Hockey Section's recommendations for the community to engage in social media use. It also includes details of how breaches of the guideline will be managed.

In circumstances where guidance about social media issues has not been given in this guideline, we suggest you use common sense or seek out advice from the MCC Hockey Section Committee.

Underlying principles

This guideline complements [Hockey Victoria's Social Media Guideline](#) and [Hockey Australia's Safe Hockey framework](#) which applies to all HV affiliates and clubs.

The [Hockey Australia Member Protection Guideline](#) and [Code of Conduct](#) apply to all interactions on social media and digital platforms.

Coverage

This guideline applies to all persons who are involved with the activities of MCC Sporting Section: volunteers, members, supporters, and affiliates.

Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media and communications guideline applies to platforms including, but not limited to:

- Social networking and Image sharing sites (Facebook, Instagram)
- Instant messaging (WhatsApp, Facebook messenger)
- Communications Apps (Heja)



MELBOURNE CRICKET CLUB HOCKEY SECTION INC

- Any other online technologies that allow individual users to upload and share content.

This guideline is applicable when using social media as:

1. an officially designated individual representing MCC Hockey Section on social media; and
2. if you are posting content or comments on social media in relation to MCC Hockey Section that might affect MCC Hockey Section's business, products, services, events, sponsors, members, or reputation (e.g., on MCC Hockey Section Facebook page, comments on instagram).

NOTE: This guideline does not apply to the personal use of social media where it is not related to or there is no reference to MCC Hockey Section or its business, competitions, teams, participants, products, services, events, sponsors, members, or reputation.

Using social media in an official capacity

You must be authorised by the MCC Hockey Section Executive Committee before engaging in social media or communications as a representative of MCC Hockey Section. As a part of MCC Hockey Section's community you are an extension of the MCC Hockey brand. It is important that you always represent both yourself and MCC Hockey Section appropriately online.

Guideline

Social Media presents a significant communication channel for the Hockey Section, but also presents several risks. In light of this, the section has guiding principles and a list of 'do's and don'ts' to guide the use of MCC Hockey Section platforms. Ultimately, the most practical advice is 'be sensible about what you post and comment'.

Principles:

Guiding principles for Social Media use can be found in [Hockey Victoria's Social Media Guideline](#).

Do's and Don'ts

Do's

- Be authentic, natural, personable and insightful.
- Use tasteful humour when appropriate.
- Do engage with other players / section members.
- Do use common sense. Pause and think about what you are saying. Engage your brain before you type and think about the impact of what you say. Refrain from sharing content if you're not sure.
- Do be careful, respectful and positive. You are personally responsible for what you post. If in doubt, don't post it.



MELBOURNE CRICKET CLUB HOCKEY SECTION INC

- Do think about your image – ‘what do I want people to think about me or my club?’
- Do consider who you are interacting with – you will likely come into contact online with under 18s. Familiarise yourself with [Safe Hockey guidelines](#) and policies in relation to engaging with under 18s.
- Be smart about protecting yourself, your privacy, and confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully.
- Be aware of imposters.

Don'ts

- Don't post content that discriminates against individuals or groups on the basis of age, disability, gender, pregnancy & maternity, race, religion or belief, sexual orientation.
- Don't write anything on social media channels that you wouldn't feel comfortable seeing in a newspaper or hearing on TV. Everything you write is treated as a direct quote from you i.e. 'Don't tweet what you wouldn't say to your mum/gran'.
- Don't speak negatively about teammates, section members, competitors, officials or governing bodies. Never use slurs, personal insults or obscenity. Be respectful.
- Don't engage in on-line disputes and don't allow family or friends to argue on your behalf.
- Don't publish private or confidential information.
- Don't post any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.
- Don't post pictures or statements that are not in keeping with the conduct and ethics of the section.
- Don't use other work without acknowledgement. It is good practice to link to others' work rather than reproduce it.
- Don't identify people who are aged under 18 years without parent/guardian permission.
- Don't engage in 1:1 online conversations with U18s (see MCC Hockey Child Safe processes)
- Don't use MCC Hockey Section's branding or logo's without permission
- Don't establish either an official or unofficial MCC Hockey Section presence using the organisation's trademarks, intellectual property or name without prior approval from MCC Hockey Section.
- Don't imply that you are authorised to speak on behalf of MCC Hockey Sporting Section unless you have been given official authorisation to do so by the Executive Committee Communications Lead.

Members should also be aware that consent to photography and use of images is contained within the section's registration process. Any member or supporter who does not wish to have their image used should notify the Executive Committee Communications Lead.



MELBOURNE CRICKET CLUB HOCKEY SECTION INC

Where permission has been granted to create or administer an official social media presence for MCC Hockey Section you must adhere to the MCC Sporting Sections Branding Guidelines.

Specific requirements relating to communication with Junior (U18) Participants

(See [MCC Hockey Child Safe Processes](#))

Communication:

Coaches and team managers must not communicate directly with Junior participants without inclusion of the relevant Parent, this includes phone calls, text messages, emails, social media (public and private groups). This includes messages that may be deemed positive and harmless (e.g. wishing a player happy birthday or congratulations on making a rep team).

- **Email:** All communication with Junior participants must be directed to the Parent, unless explicit consent is given by the Parents for a Junior participant's email address to be added to email distribution lists and the Parent email address must also be included in all communication.
- **Text messages:** All text-based communication with Junior participants should be directed to the Parent unless explicit consent is given by the Parents for a Junior participant to be contacted. Where an Adult member is contacting a Junior participant by text, the Parent must also be included in the message.
- **Social media groups:** It is highly recommended that Parents sign up to join any private social media groups that their Child is involved in, related to the Club's activity (Facebook private groups (MCC Hockey Facebook Private Group). If Junior participants wish to have a group amongst themselves (with no adults including coaches / team managers) this group must abide by the Club's social media, code of conduct and all other policies.
- **Group text platforms:** Parents must ensure they are included in group text groups that their Child is involved in, related to the Club's activity (for example Facebook messenger, WhatsApp groups and any other such group). If Junior participants wish to have a group amongst themselves (with no adults including coaches / team managers) this group must abide by the Club's social media, code of conduct and all other policies.
- **Phone calls:** Adult Members must not contact Junior participants directly by phone unless a Parent is also present for the phone call.
- The Club has adopted the HV social media Policy which underpins a number of the above points.

Images of Junior Participants

- The Club does not want images of children to be used inappropriately or illegally.
- All members agree to the terms and conditions of HV regarding taking images of Children.
- The Club reminds all members, that they consent to photos and images of Children and young people in the context directly related to participation in Hockey, where the child or children are appropriately dressed.
- Our Club does not permit the use of camera phones, videos and cameras inside changing areas, showers, and toilets.



MELBOURNE CRICKET CLUB HOCKEY SECTION INC

- If our Club uses an image of a child, it will avoid naming or identifying the child or it will, wherever possible, avoid using both the first name and surname without gaining consent from the Parent.
- The Club will not display personal information such as residential address, email address or telephone numbers.
- The Club will not display information about hobbies, likes/dislikes, school, etc. as this information can be used as grooming tools by pedophiles or other persons.
- The Club will only use appropriate images of a child, relevant to our sport and ensure that the child is suitably clothed in a manner that promotes the sport, displays its successes, etc.

Guideline breaches

If any section member or other person connected to the section either directly or indirectly feels that any social media posting on MCC Hockey Section forums falls below the standards set by the section, they are encouraged to bring this to the notice of the Committee's communications lead (Women@mcchockey.org.au) or any member of the MCC Hockey Executive Committee via email, or for issues involving U18s with a Safe Hockey Officer (safehockey@mcchockey.org.au).

Breaches will be dealt with by the MCC Hockey Executive Committee in line with the Hockey Australia Member Protection Guideline where appropriate. Illegal behaviour may be reported to police.

Endorsed: March 2026

Annual Review