



**SHEFFIELD UNIVERSITY
BANKERS HOCKEY CLUB
SUBHC**

Sheffield University Bankers Hockey Club Social Media Policy



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Policy Owner: SUBHC Vice Chair (2025-26 Season, Richard Kirtley)

Approved by SUBHC Committee: 01/09/2025

Signed: *Christina Woods* (SUBHC Club Chair Woman, Christina Woods)

Due for Review: 07/09/2026

Sheffield University Bankers Hockey Club

Social Media Policy

SUBHC Social Media Policy

Use of social media is key for the running of SUBHC. It is vital for contacting members and for promotion of the club to both the local and the wider hockey communities.

We recognise that social media of all types comes with pitfalls and risks, particularly due to safeguarding considerations for junior members. It is therefore important that the club operates social media safely and appropriately and can expect that members who interact with the club's social media output will follow by this positive example.

It is expected that members utilising social media that is associated with SUBHC will adhere to this policy and the general code of conduct expected of club members, as defined in the document 'SUBHC Code of Conduct'.

The current official social media output can be found at:

Website: www.subhc.co.uk

Twitter: @sheffbankersHC

Facebook (members only):

<https://www.facebook.com/groups/2211009996/?ref=bookmarks>

Instagram: <https://www.instagram.com/sheffbankershc/>

Key concepts

- **Think before you post** – the key ethos of England Hockey's social media policy. Is content being posted appropriate for the audience? Don't post anything on social media that you wouldn't be comfortable saying to a journalist.
- **Be friendly and positive** when interacting with the club and other members online. Social media can be fun and outward positivity will also encourage engagement from other likeminded parties.
- **Consent** is required before posting any photos of members under the age of 18.
- **If a member is unhappy or uncomfortable** with any social media output from the club or a club member, they should feel comfortable and empowered to contact their captain, the communications officer, or any other committee member in order to raise their concerns.
- **Swearing is unacceptable** on social media posts that can be linked back to the club.
- **Use of offensive language** of any kind by members who can be identified as being associated with the club is unacceptable and will face disciplinary action. This applies to racist, sexist, homophobic or any other potentially abusive language.
- **If a social media account identifies the user as an SUBHC member (e.g. biography, display name, profile picture, twitter handle)**, it should be made clear that the members' views do not necessarily represent those of the club.

Ideally, the only accounts that identify as such should be those operated by the club itself.

The club reserves the right to discuss and take disciplinary action for any clear breach of the above. This would be reviewed on a case-by-case basis by the disciplinary committee lead by the chairperson.

Reporting Concerns

If you have any concerns over the posted content on SUBHC's social media, please contact the Club Secretary at subhc.secretary@gmail.com

The names of committee members and captains are also available on the Facebook group and these can be contacted via Facebook, whilst the Twitter page can be messaged directly. Players will likely have the phone number for their regular team captain. There is a contact page available on the website.