



# Social Media Policy

## 1. Introduction

This Policy deals with the use of all forms of social media, including Facebook, Instagram, LinkedIn, Twitter, Yammer and all other social networking websites (SNW) and all other Internet postings, including blogs.

It applies to the use of social media for both business and personal purposes, whether during office hours or otherwise. This Policy applies regardless of whether the social media is accessed using our IT facilities and equipment or hardware belonging to Little Hoopers staff or consultants. You may access or use SNWs from Little Hoopers premises/systems but such use should be limited to outside normal working hours or during your lunch break.

When posting on social media platforms you should consider fully the potential consequences of engaging publicly. Any post on social media, regardless of privacy settings, is essentially public and can be tracked back to you, even if it is deleted. The same common-sense approach and policies apply to this form of communication as they do to any other – to protect the interests and reputation of the Little Hoopers, the game as a whole and the people who work in it.

Little Hoopers staff or consultants may be required to remove Internet postings which are deemed to constitute a breach of this Policy. Any suspected breach of this Policy will be treated seriously, investigated and may result in disciplinary action and dismissal from the organisation.

## 2. Use of social media inside and outside of work

You are responsible for everything you post, say or share online. You should ensure that you adhere to the following guidelines for using social media both inside and outside of work:

- a) Little Hoopers Personnel must not post disparaging or defamatory statements about:
  1. our organisation;
  2. our franchisees;



3. suppliers and partners; and
  4. other affiliates and stakeholders,
- 
- b) Respect everybody you communicate with online. You should not use abusive, indecent or insulting words or behaviour. Any posts which include negative, offensive or derogatory reference to ethnic origin, colour, race, nationality, religion or belief, gender, gender reassignment, sexual orientation or disability may result in disciplinary action. You may also be required to attend an education course on the proper use of social media platforms. Such behaviour includes sharing or retweeting anything of this nature posted by others.
  - c) You should not post comments about sensitive business-related topics, such as our performance. Even if you make it clear that your views on such topics do not represent those of the organisation, your comments could still damage our reputation and be quoted by media.
  - d) You should not post any commercially sensitive information – your terms of employment with the Little Hoopers require you to observe confidentiality around sensitive business matters.
  - e) You should not make reference to your place of work or your connection to the Little Hoopers in your profile or elsewhere on a site. The only exception to this rule is professional networking sites such as LinkedIn. You are permitted to identify yourself as a Little Hoopers employee on these sites. However, you are expected to be careful, accurate and discreet in any postings and consider the terms of your contract of employment, relating to conflict of interest and confidentiality.
  - f) If you disclose your affiliation as an employee or consultant of the Little Hoopers, you must also state that your views do not represent those of your employer. For example, you could state, “the views in this posting do not represent the views of my employer”. You should also ensure that your profile and any content you post are consistent with the professional image you present to clients and colleagues.
  - g) You should make it clear in social media postings that you are speaking on your own behalf. Write in the first person and use a personal email address when communicating via social media.



- h) No information, contact details, images, recordings or photos obtained by you because you work for the Little Hoopers can be used or posted in any way.
- i) Privacy, reputation and feelings of others must be respected at all times. You should obtain the permission of other colleagues before posting contact details or photos. It is in all our interests that you must not place on a website any comment, images or information that may cause embarrassment to the Little Hoopers, those we represent and work with throughout the game, or to immediate colleagues.
- j) During working hours, circulating chain letters or other spam is never permitted. Circulating or posting commercial, personal, religious or political solicitations, or promotion of outside organisations unrelated to the Little Hoopers's business is also prohibited.
- k) If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with your manager.
- l) If you see content in social media that disparages or reflects poorly on our organisation or our stakeholders, you should contact your manager. You are responsible for protecting our business reputation.

### 3. Business use of social media

If your duties require you to speak on behalf of the Little Hoopers in a social media environment, you must still seek approval for such communication from your manager, who may require you to undergo training before you do so and impose certain requirements and restrictions with regard to your activities.

Likewise, if you are contacted for comments about the Little Hoopers, its member clubs, partners or its activities for publication anywhere, including in any social media outlet, direct the inquiry to the communications department and do not respond without written approval.