

Social Media Policy

1. Introduction

- 1.1. The purpose of HKCKA Social Media Policy (“policy”) is to protect the privacy, health, safety and well-being of all stakeholders who participate in the activities of HKCKA, including those delivered by affiliated individuals, organizations and clubs.
- 1.2. Stakeholders include full-time and part-time employees, contractors, coaches, referees, players, parents of junior players, as well as sponsors and any affiliated individuals, organizations, clubs and companies.
- 1.3. Social Media refers to any interactive website or technology that enables a person to communicate and/or share content via the internet. This includes, but is not limited to, social networking websites such as Facebook, Weibo, Twitter, WhatsApp, Telegram, Line, WeChat, Instagram, YouTube, Snapchat, TikTok and other electronic online related platforms.
- 1.4. Social Media content includes text, audio, video or photographic images.
- 1.5. Social Media must not be used as a platform to share content for the purpose of offending, defaming, threatening, embarrassing, harassing, discriminating, intimidating, vilifying, or misrepresenting any HKCKA employee or HKCKA’s stakeholder.
- 1.6. In addition, Social Media content must not be fraudulent, aggressive, obscene, profane, sexually explicit, hateful, racist, sexist, or otherwise inappropriate, in nature.

2. Obligation

- 2.1. All relevant stakeholders of HKCKA have an obligation and responsibility to ensure truthful online representation of the HKCKA brand, and its stakeholders.
- 2.2. HKCKA staff, instructors, coaches and stakeholders are expected to be HKCKA brand ambassadors.
- 2.3. HKCKA staff include any full-time, part-time or contracted office, administrative or managerial employees.

- 2.4. HKCKA instructors and coaches include full-time, part-time or contracted coaches working in Hong Kong Sports Institute (HKSI), Leisure and Cultural Services Department (LCSD).
- 2.5. Stakeholders include Players, teams, instructors, coaches, referees, staff, spectators, parents, and affiliated individuals, organizations, or Member Clubs or Member Associations of HKCKA.
- 2.6. Compliance to the HKCKA Social Media Policy will be included as part of:
 1. HKCKA staff and coach employment contracts, and
 2. HKSI, LCSD, HKCKA Code of Conducts.

3. Objective

- 3.1. The objective of the HKCKA Social Media Policy is to:
 1. Ensure the HKCKA brand is represented in a positive light;
 2. Protect HKCKA stakeholders;
 3. Protect HKCKA Intellectual Property.

4. Scope

- 4.1. The HKCKA Social Media Policy protects all stakeholders including:
 - (i) Staff, coaches and referees employed in a full-time and part-time capacity;
 - (ii) Players part of HKSI, LCSD and training programs;
 - (iii) Players competing in competitions and events conducted or hosted or co-organised by HKCKA or its affiliates;
 - (iv) Players representing HKCKA as an individual player or as part of a team;
 - (v) Spectators, parents and players of support teams
- 4.2. HKCKA staff instructors and coaches will be required to pledge compliance with this policy as part of employment contracts.
- 4.3. Referees and Players will be required to pledge compliance with this policy through Players the appropriate Codes of Conduct.
- 4.4. Parents and Players will receive professional development through parent/players information sessions.
- 4.5. Instructors, coaches, referees and staffs will receive professional development through formal orientation and induction sessions.

5. Compliance with the HKCKA Social Media Policy

- 5.1. All HKCKA Social Media accounts will be managed by designated HKCKA staff who will be responsible for the official affiliation of HKCKA. All content posted on social media platforms will be approved by the aforementioned staff.
- 5.2. Staff managing Social Media accounts will be solely responsible for all content posted, and will ensure the currency and accuracy of all content.
- 5.3. Staff, instructors, coaches, referees and all other key stakeholders governed by this policy, must ensure the HKCKA brand is represented in a positive light, when sharing, or commenting on any official post or on any official HKCKA's Social Media platform.
- 5.4. Staff, instructors, coaches, referees and all other key stakeholders governed by this policy, must ensure the HKCKA brand is represented in a positive light and must not give the impression that personal Social Media accounts represent the explicit position of HKCKA, when posting content on these personal Social Media platforms.
- 5.5. Staff, instructors, coaches, referees and all other key stakeholders governed by this policy, must not hide or disguise their affiliation with HKCKA.
- 5.6. Staff, instructors, coaches, referees and all other key stakeholders must be aware that HKCKA has the right to request the removal of content from any official social media accounts and from any personal account if it is deemed that the account or its submission pose a risk to the reputation of HKCKA or to that of one of the staff, coaches, referees or stakeholders.

6. Disciplinary Action

- 6.1. Breach of the HKCKA Social Media Policy will lead to disciplinary action.
- 6.2. Employees, if found guilty, may be issued a warning or any sanctions deemed appropriate by the Secretary General or equivalent personnel of HKCKA, or designated representative approved by HKCKA Council, depending on the seriousness and severity of the violation; and
- 6.3. Employees must be aware that breaches of the HKCKA Social Media Policy may also entail civil liability and even criminal consequences.