



SOCIAL MEDIA GUIDELINES

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Introduction

USA Field hockey supports and encourages players and staff to use social media platforms in positive ways to connect and interact with teammates, fans, media, members and the community. These social media guidelines were created to encourage players to share their voice online in a positive, effective and constructive manner. Content placed on any social media platform is public information and a direct reflection of the athletes, USA Field hockey and Team USA.

Players must at all times act in the best interests of the game and shall not act in any manner which is improper or brings USA Field Hockey, the team, any individual player, coach or member of staff, or the wider game of field hockey into disrepute or use anyone, or a combination of threatening, abusive, indecent or insulting words. Such comments which are considered improper may lead to disciplinary action.

What is Social Media?

Social Media is an online community and a form of communication that increases and enhances the sharing of information. This makes the transfer of text, photos, audio, video and information in general fluid among internet users and viewable to the world. Social media platforms include, Facebook, Twitter, Instagram, SnapChat, Pinterest, LinkedIn, Google+, and more.

How USA Field Hockey uses Social Media

USA Field Hockey uses social media to engage and connect with members, fans, athletes and the media as well as promote and market new programs, upcoming events, athletes, sponsors, etc. To avoid misconceptions about authentic USA Field hockey accounts, only the official accounts for USA Field Hockey are permitted to use USA Field hockey names, logos and marks in titles, profiles and URLs.

Official USA Field Hockey Accounts

- **Facebook:** facebook.com/USAFieldHockey
- **Twitter:** @USAFieldHockey
- **Instagram:** @USAFieldHockey
- **YouTube:** youtube.com/USAFieldHockey
- **Pinterest:** pinterest.com/USAFieldHockey
- **Google+:** plus.google.com/+USAFieldHockey
- **Website:** usafieldhockey.com

Guidelines

Social Media is a great way for players to memorialize important moments, engage with fans and provide a “behind-the-scenes” look into what it is like to be an elite athlete. However, be aware of the impact and what you post is public information.



Best Practices

Be a Good Ambassador

Always be aware that your opinion and behavior reflect on USA Field Hockey and Team USA.

Be Aware Social Media is Public Information

Even though you may use privacy tools, assume that everything you post on social media is public information.

Consider Your Audience

Remember the social media audience is unrestricted in terms of age, gender, nationality, faith, sexual orientation and disability. Tweets can be read by children of all ages and journalists can create/embellish stories based on your postings.

Respect Copyrights and Fair Use

Always give proper credit for their work and make sure you have the right to use something with attribution before publishing.

Think Twice Before Posting or Retweeting

A general rule of thumb is if you would not be happy seeing the image or quote in a national newspaper, do not post or tweet it.

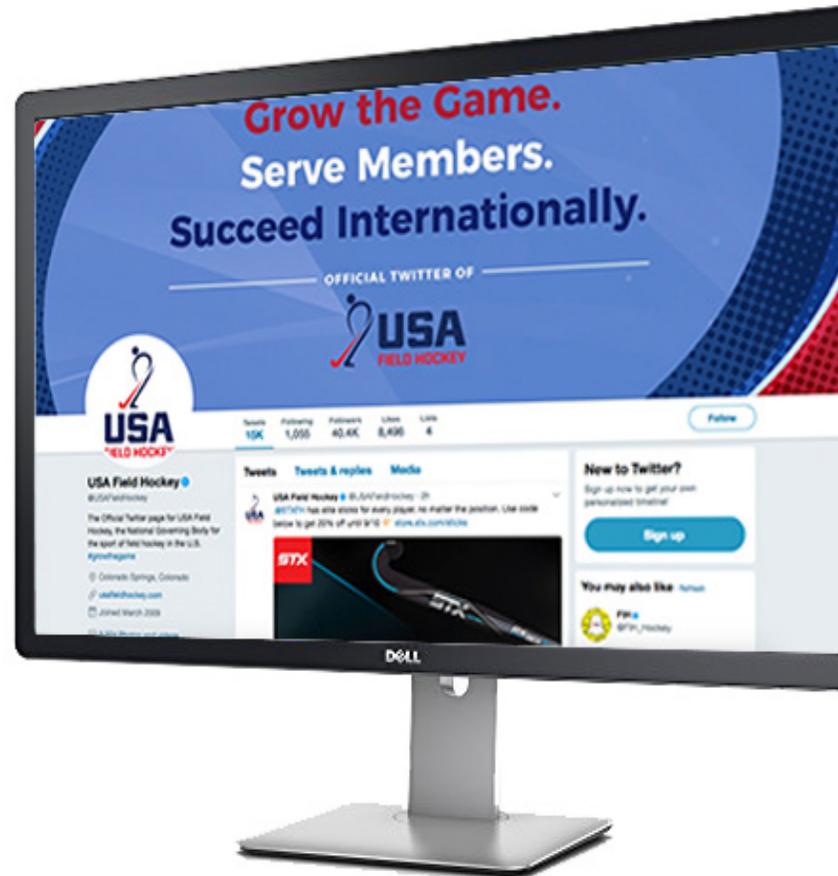
Be aware that re-tweeting, liking or commenting on another person's post may lead to disciplinary action if the original comment was improper.

Keep Security in Mind

Avoid sharing log-in details and using web-mail email accounts as social media log-ins. Change your password frequently and avoid use the same password for multiple accounts.

Do Not Use USA Field Hockey Logos

Using the USA Field Hockey name, logo or marks in any social media account or domain name not created by the Communications Department is forbidden.



Ask Before It's Too Late

If you are in doubt about appropriateness of a post or tweet, contact USA Field Hockey's Communications Manager before posting.

Deleting or publicly apologizing for an improper posting does not prevent disciplinary action from being taken.

Do Not Leak Information

Players and staff shall not reveal information about the team or the head coach, that may be detrimental to performance. This may include, but is not limited to, starting teams, team plays, injury status, fitness, medical treatment, information about teammates (especially without their consent), contact details of teammates or staff, criticism of USA Field Hockey, the team, individual players, staff or coaches, etc.

Using Good Judgement

Refrain from comments that can be interpreted as slurs, demeaning, inflammatory, etc. Comments which include reference to a person's ethnic origin, race, nationality, faith, gender, sexual orientation or disability may be considered aggravated and attract a higher disciplinary action.

Rule 40

Prior to, throughout and following the Olympic games, Rule 40 states that *no competitor, coach trainer or official who participates in the Olympic games may allow his person, name, picture or sport performances to be used for advertising purposes during the Olympic Games, unless permitted by the IOC Executive Board.* Black-out dates will be provided to players in advance during the Olympic year.

We encourage all athletes and staff to be active on various social media platforms and therefore welcome the opportunity to assist athletes and staff with using, promoting and protecting themselves on social sites. For any questions regarding social media and these guidelines, please contact USA Field Hockey's Communications Department.

communications@usafielddhockey.com
(719) 866-4374

By signing below, you acknowledge that you have reviewed USA Field Hockey's Social Media Guidelines and understand disciplinary action may be taken if posts are in violation of these guidelines.

Signature

Date

Game Day

Discuss timing with your coaching staff. It may be recommended to avoid posting or tweeting two hours prior to the start of competition and up to one hour following competition. There may also be recommended "black-out" periods during training, team activities, etc.

Respect Sponsors

Negative comments about USA Field Hockey premier partners, sponsors or suppliers and United States Olympic Committee worldwide and domestic partners are considered inappropriate and may also attract disciplinary action.

