



Greater Sudbury AAA Co-operation Committee Social Media Policy



Objective:

Social media, professional networking sites, blog sites, and personal web sites are all useful technologies. Every team member has an opportunity to express and communicate online in many ways, and the AAA Co-operation Committee encourages a healthy and safe online presence.

Applicability:

With respect to all online communications, this social media policy sets forth guidelines and rules that team staff and players of AAA teams over which the AAA Co-operation Committee has jurisdiction should follow. It is essential that everyone uses good judgment as to what material makes its way online.

Your online presence reflects on the AAA Co-operation Committee, the SMHA, the NCHA and your individual team and influences how others perceive you. Be aware that actions captured via images, posts or comments can never be totally erased and could impact future opportunities.

Process:

Guidelines/ Best Practices

You are responsible for anything that you post, write or link to on any social media platform. You can never totally erase something that you have posted, so think before you post or make something public.

Be professional, courteous and respectful.

Do not use profanity or words/terms that could be interpreted as racist, sexist or prejudice.

Always assume that your posts (and/or photos) will be read and/or be seen by friends, family, teammates, coaches, opponents, media and potential employers or sponsors. Always assume that any photos even posted in a private photo album will eventually find their way into the public domain.

Consider your long-term professional and personal goals when you post jokes, pranks or behind the scenes anecdotes. Future employers, teams and schools check social media platforms in assessing whether or not they want individuals representing their organization.

Be vigilant about identity theft.

Use passwords that are difficult to guess/hack; use a combination of letters, numbers and symbols to give your account a reasonable level of security.

Be cautious of following, promoting or re-Tweeting and sharing posts by individuals who use offensive language, are disrespectful or consistently look to



Greater Sudbury AAA Co-operation Committee Social Media Policy



engage followers in arguments or fights - you will be associated with those individuals if you are following, 'like'-ing, re-Tweeting or sharing their information.

Don't ask to be followed or 'liked', just because you are looking for good numbers. Rather, give others a positive reason to subscribe to your service.

Always take a moment to reconsider before posting any information or photo.

Ask yourself: *If I was a follower, would I want to read this?*

Is this appropriate or hurtful?

Could this be interpreted wrongly and become a distraction?

Proofread for typos.

Don't blame social media if things go wrong. Take ownership of the content you provide. Social media is the vehicle, but you are responsible for how you use it.

Regularly check your follower list. If a bio looks interesting, follow them.

Use "unfollow" or "block" on Twitter/Facebook for followers that are going over the line, but don't announce it to everyone.

Refrain from public debates or exchanges with individuals on social media sites.

Keep Tweets short - they are more likely to be read if they're 50 characters or less.

Security and police always recommend that you tweet where you have been **but not where you are going**.

Team Rules

Each team may establish team-specific rules, but in general, the following rules apply to players and staff while they are attending hockey related events (games, practices, tournaments, and team events).

1. Players are not to have Personal Electronic Devices in the dressing room at any time. If teams are to have music in the rooms; there will have to be one designated IPOD that is capable of transmitting music.
2. Do not include, post photos or mention personal information of/about teammates or staff members without their permission; respect your teammates' right to privacy.
3. Players and hockey personnel are not to use social media to make or promote any comments that could have a negative impact on the team; ask first whether the comments could cause a distraction for the team.
4. No photographs or videos from inside the dressing room or from team activities are allowed without consent from those appearing in the photo or videos.
5. Do NOT publicly criticize officials, opposition, parents / guardians or event organizers on social media.
6. Do not post team-sensitive information, such as coaching strategies, line match-ups, serious injuries, motivational team videos, meeting with the team staff, etc.