



SOCIAL MEDIA POLICY

1.1 INTRODUCTION

This policy has been developed to provide advice for associations, leagues, teams, volunteers, members and players to help make informed decisions about how they use the internet and other electronic methods of communication.

1.1.1 Social media has become an integral part of the way we communicate with our audiences and friends. Social media includes personal and professional websites, blogs, chat rooms and bulletin boards; social networks, such as, but not limited to, Facebook, LinkedIn, and Twitter; video and image sharing sites such as YouTube, Instagram; and e-mail. As some online postings could conflict with the interests of the Ontario Ringette Association (O.R.A.) and its membership, O.R.A. has adopted the following Social Media Policy.

1.1.2 Breach of this policy may result in either a warning or possible disciplinary action.

1.2 JURISDICTION

These procedures are applicable to the business, activities or events organized by Ontario Ringette, its regions, members and participants.

1.3 GUIDELINES

It is everyone's responsibility to follow proper procedures both in the arena and on the web.

1.3.1 Coaches, associations, officials, volunteers and others in a position of trust in Ringette need to act responsibly, both on and off the ice, and this includes the use of electronic communications. Associations, leagues and teams that set up websites have a responsibility to ensure monitoring and compliance mechanisms are in place. Coaches, officials and those in a position of responsibility in associations and must ensure they communicate responsibly.

- 1.3.2 Everyone using any social media platform should:
- Think twice before posting, once posted it cannot be retracted.
 - Maintain a positive social media presence. Negative behaviour and comments reflect badly on you and could impact the reputation of the O.R.A.
 - Write in the first person so that it is clear that you are expressing your personal opinions and not those of the O.R.A. or any other organization.
 - Those players 17 years of age and younger should obtain permission from parents to post photographs and or names to social media sites.
- 1.3.3 Everyone using any social media platform shall NOT:
- Publish negative comments about other associations, teams, players or referees, and any controversial or potentially inflammatory subjects or incidents that may have occurred.
 - Use harassing, hostile or derogatory language in any online communications. Please refer to the Hazing, Bullying and Harassment Policies on the O.R.A. website for a more complete description.
 - Be careful when responding to any inaccurate or negative comments about your association, team, player or anyone involved with your association. In order to avoid escalation do not engage in an open debate about these comments. Please contact the O.R.A. for advice.
 - Use copyrighted information without citations and links. When publishing either exact or paraphrased text, photos or videos, give credit to the author or publisher. Never use trademarks, slogans, logos ETC. without obtaining permission from the copyright owner.

1.4 REGIONS, ASSOCIATIONS AND LEAGUES

Regions, Associations and Leagues are responsible for ensuring all content hosted on their websites, social networks, message boards or blogs abide by the Rules and Regulations of O.R.A. As a representative of O.R.A., Regions, Associations/Leagues that maintain a social media presence to promote or communicate themselves, will assume responsibility for reviewing responses to online posts and resolving any concerns about the propriety of the responses. If you do not have a moderator to approve all postings before they appear online, it is highly recommended that you have someone to review all complaints and review and remove any offensive comments within 48 hours of receiving the complaint.

1.5 TEAMS, PLAYERS AND VOLUNTEERS

Many teams, players and volunteers create websites, including social media pages, on one of the many hosting sites. These sites can be very useful in announcing league changes, new practices, changes of arenas, cancellations due to weather, team scores, tournament wins, etc. Although many players seventeen (17) years of age and younger will have their own email address, all communications should

also be also sent to the parent's email as well. No adult should communicate one on one with a player seventeen (17) years of age or younger. Players seventeen (17) years of age or younger should be encouraged by their coaches and parents to inform an adult they trust if they receive any communications that makes them feel uncomfortable or if anyone has told them not to tell anyone about a communication. The website should contain information for the person to contact in these cases.

1.6 COACHES AND REFEREES

A large percentage of O.R.A. coaches and referees deal with children who are under 18 years of age. Many of our referees and coaches in training are also under 18. Extra care must be taken with this age group to avoid even an appearance of improper conduct. All public communications in social media to those under 18 about the association/leagues shall be conducted using "official" O.R.A. social media sites only.

- 1.6.1 Unless a player/referee/coach seventeen (17) years or younger is a direct relation, the coaches, managers, referees, trainers and association officials should generally not:
- Accept anyone as a friend on social networking sites, or share their personal social webpages with anyone under 18.
 - Make contact with anyone outside of the Ringette context via any social networking media.
 - Send personal messages of a non-Ringette nature to anyone under 18.
 - Engage in any personal conversations or social comments.

Any questions on the O.R.A. social media policy or any incident related to it should be directed to the O.R.A. office.