



SOCIAL MEDIA POLICY

The Bow River Bruins Hockey Association (BRBHA) recognizes the importance of the Internet in shaping the public's perception of our organization. The BRBHA also recognizes the importance of our Members, directors, coaches, employees, and volunteers in leading and setting the tone of social media interactions in a manner that advances the BRBHA mission and goals.

Online, social media and other electronic communication tools such as text messaging have become a prevalent and effective means of personal and professional communication and have fundamentally changed the way many people and organizations interact. This policy sets forth our expectations with respect to the use of online and social media, as well as other forms of electronic communications.

The term "social media" as used in this policy encompasses a wide array of online media and communications and their scope is constantly evolving. For purposes of this policy, the terms "online media" and "social media" are to refer to internal and external websites, blogs, online social networks (*e.g.*, Facebook, Twitter, LinkedIn), wikis, video and photo sharing sites (*e.g.*, YouTube, SKYPE and Flickr), and other forms of personal online publishing and discourse. Policies regarding text messaging, email and individual telephonic communications are also covered by these policies.

All BRBHA Members shall abide by the following guidelines when using social media.

- Do not make negative or derogatory comments about any BRBHA players, parents, board members, programs, stakeholders, coaches, managers, or program participants.
- Do not fight your battles using Social Media. Always use proper channels provided by the BRBHA for issue resolution.
- Be positive and respectful, and always take the high road. When disagreeing with others' opinions, remain appropriate and polite. If you find yourself in a situation online that is becoming antagonistic, disengage from the dialogue in a polite and respectful manner.
- Do not criticize referees. This applies to all aspects of BRBHA activities. If a referee is not conducting themselves properly, there is a process to allow a proper complaint to be filed. Criticizing a referee on Social Media, or in any other way outside the approved process, is never acceptable behavior.
- Do not post content that would harm or damage BRBHA's reputation. Remember that even while you are on your own personal time, you are a representative of the BRBHA, and people may interpret your online postings or social interactions as though they were official BRBHA statements.
- Use good judgment when posting comments. If you are unsure whether a comment is appropriate to post, either do not post it or obtain prior approval from BRBHA
- Be smart about what you publish. Once something is posted, it exists online forever.



- Personally identifiable information (information, such as a name and date of birth and/or a street address which, when taken together, can identify a particular individual) should not be disclosed in any manner on official BRBHA social networking sites.
- Do not post photographs, video or comments promoting negative influences and dangerous or criminal behavior including but not limited to: violence, racism, sexism, drug use, alcohol abuse, underage alcohol use, public intoxication, and sexual exploitation.
- Do not publish pictures or personal information about players, parents, team staff or other BRBHA members without their prior consent. Respect their right to a private life.
- No picture or video showing the locker room can be taken or published without the consent of everyone who appears in the picture or video, or in the case of a minor, the parent or legal guardian of that minor.
- Do not create any publicly viewable team social media accounts and delete all private team based social media accounts at the conclusion of each season.

Social Media Interaction (Coach/Player)

Abide by a “two-deep” policy for all communications and activities. This means at least two adults. There should be no private messages and no one-on-one direct contact through Facebook messages, Twitter, direct messaging, Skype, chats, instant messaging. This two-deep policy also applies to all activities, outings, excursions, or other meetings between an adult and a player.

- A coach may respond to a direct inquiry via text message or email from a player regarding logistics of practice times, cancellations, schedules, etc. but our coaches should strive to include another adult in messages whenever possible.
- Coaches and team representatives should only use text messages and email on issues that are hockey related and all communications should include a parent or guardian copied on the message.
- Coaches and team representatives should avoid cell phone conversations with players to the greatest extent possible, and cell phone communications should only be used when absolutely necessary and should only be hockey related.
- Staff members, reserve coaches, and volunteer coaches, may not be "friends" on any social media platforms or online presence with a player.

Social Media Safety for Players

- Do not give anyone online, not even your coach or other parent volunteers, your phone numbers at home or school, your parents’ workplaces, or the name or location of your school or home address unless you have your parents’ permission first. Never give your password to anyone but a parent or other adult in your family.
- Do not “friend” your coach on any social media platforms or online presence



- Do not participate in “one on one” conversations via email, text message, Skype, Facebook, telephone or other social media sites with your coach.

Internet Safety for Parents

- Discuss internet safety, and the “Internet Safety for Players,” section above, with your children.
- Let your children know that their coach, and other adults, should not communicate with them without your explicit knowledge and approval.
- Review your child’s online and electronic communications as appropriate to minimize risk.
- Report any suspicious online or electronic communications to the Team Manager as soon as possible.

Violations of the Social Media Policy

The above rules are some examples of behavior over Social Media that may result in disciplinary action by BRBHA at the discretion of the BRBHA Disciplinary Committee. In addition to the BRBHA Social Media Rules set out above, Teams may make team specific rules for Social Media, provided the rules do not derogate from the BRBHA Social Media Rules.

The BRBHA Board of Directors shall have the authority to monitor and enforce this Social Media Policy. The BRBHA Board of Directors, shall have the authority to remove any inappropriate or offensive comments from official BRBHA sites and to block any individual or organization from posting on any official BRBHA social media platform if they determine, in their sole discretion, that such removal or block is in the best interests of the BRBHA.

The failure of any BRBHA Member to adhere to this Social Media Policy shall be considered a violation of the BRBHA Fair Play Code of Conduct and the BRBHA Member in Good Standing Policy, and any BRBHA Member who fails to adhere to this Social Media Policy shall be subject to disciplinary action, up to and including termination of such individual’s involvement in the BRBHA.

Effective Date: November 2021