RDPH Twitter and Facebook Expectations and Code of Conduct

*Mission statement for Red Deer Pond Hockey participation in Social Media:*

RDPH will use Social Media to promote the values and mission of RDPH and positively engage with our player, families, sponsors and community.

*Purpose of RDPH on Twitter and Facebook:*

Red Deer Pond Hockey will use Twitter and Facebook to:

* Promote RDPH
* Engage with RDPH players and families in a positive manner
* Highlight sponsors
* Have fun!
* Retweet and like posts where we are mentioned

*Red Deer Pond Hockey will not use Twitter and Facebook to:*

* Address issues that occurred within a game
* Respond to negative or derogatory comments (exceptions as determined by the board)
* Promote topics outside of our mandate (political, business, religious or similar topics)

*Red Deer Pond Hockey will only follow on Twitter:*

* Hockey Alberta
* The hosts of our games (City of Red Deer, Penhold, Community Centres)
* Our sponsors
* Specific Red Deer and area relate sporting teams/events (e.g. Red Deer Rebels, Canada Winter Games)

*Acceptable communication via Twitter and Facebook includes (examples include but are not limited to):*

* RDPH updates - newsletters, game cancellations, news
* Highlighting of sponsors – sponsor spotlight, highlight of a sponsor community event
* Poll that are designed to be engaging to RDPH players and families

*Should negative issues arise:*

* These will be referred to the appropriate RDPH Board Member to address
* To be approved by the president prior to action:
  + If a response is required on a negative on contentious issue
  + An account of a follower is to be blocked (exception – Bot accounts)
* In all instances, a summary will be brought to the next board meeting for awareness and feedback