



AA RINGETTE CALGARY Social Media Guidelines

AA Ringette Calgary Social Media Mission:

As a high-level youth-sports association and a leader in the Ringette community, we use social media to convey positivity and sportsmanship. We share our information and media in order to provide updates, communicate well-being and friendship, promote our sport and growth, and to elicit confidence in our athletes and volunteers by demonstrating community spirit. As ambassadors of our program, we act in the best interest for our teams and association by using discretion and maintaining decorum and standards in sharing information and photos.

Social Media use and conduct are governed by **Code of Conduct Pledges** signed by parents, players and coaches each year.

A Team Twitter account is used to share your team's info and photos within your team and with your followers (i.e. parents, athletes, sister teams or other association teams, etc.), and occasionally with the Ringette community on behalf of the AA Ringette Calgary program.

TEAM TWITTERS CAN BE USED FOR:

- General game notices (teams often use TeamSnap for internal game/score updates). For example, announcing game time/location, opponent, half-time, overall accomplishment (i.e. win, tie, lose, great battle). Please avoid score updates, unless unusual circumstances (high-profile game, such as Team Canada). These posts should never be disparaging towards officials, parents, athletes or the opposing team. Keep it fun, keep it factual.
- Team building, community involvement or fun info and updates; support of athletes, sister teams or ringette community.
- Tournament results (with photos), along with a few details (OT, shootouts), help to keep the webmaster updated for posting on AA website pages—tweets will often be retweeted by the AA Ringette Calgary account.

PHOTOS:

- Use discretion where possible when showing athletes or names.
- Post the highest-quality photos possible—which allows the webmaster to place certain ones for use on the website (i.e. medals, Friends First, etc.).

HOW TO DEAL WITH ANYTHING NEGATIVE OR INAPPROPRIATE:

- **Please consistently monitor all new Followers and 'Likes' in order to block (unfollow) any inappropriate accounts.** Spam accounts are always trying to sneak in. Do a quick check of any new likes/accounts for material that is not acceptable for a youth audience. If unsure, please ask the Communications Coordinator.
- **Negative** tweets, replies/comments, and tags (mentions) that breach Code of Conduct:

- If posted from existing followers, please take a screenshot and then **block** the account to remove from feed; inform aawebmaster@aaringttecalgary.ca for follow up. Please **do not reply to or engage** any negative tweets or comments that are posted.
- For tweets that tag/mention your account (by including your twitter handle)—these only appear in your notifications until retweeted (then are seen by your followers). If inappropriate, please do not retweet or reply, and report.

OVERALL GUIDELINES ON POSTING:

- Team accounts are expected to operate on behalf of the AA Ringette Calgary program, and not used for personal opinions or objectives.
- Always be sportsmanlike and supportive with regards to association, program or athlete accomplishments or results.
- For team tweets that may be retweeted by AA Ringette Calgary, a general treatment is considered to be the most effective (i.e. great battle w/ Elite, congrats on the Gold, etc.).
- Postings are preferred to be from team accounts, not personal accounts.
- Personal accounts may tweet to/tag the AA Ringette Calgary account (for retweeting), as long as the account doesn't contain personal or business promotion in an obvious way and is 'respectable' in its own previous tweets and comments. AA Ringette Calgary does not promote or endorse private businesses, products, or personal endeavors through tweets, emails or website postings unless sanctioned by the Executive Board.
- Please keep in mind that with eight teams, retweeting by AA Ringette Calgary will be selective and focused on program-wide info and team achievements, instead of about individuals (such as athlete birthday celebrations).
- Info and photos can always be sent to webmaster@aaringttecalgary.ca for tweeting from the AA Ringette Calgary account.
- Have fun! Twitter can be a great way to keep everyone connected.

CALGARY AA RINGETTE LOGO USE:

We are a proud brand and have a visible identity. As one of the largest AA Ringette associations in Canada, many high-level athletes and programs follow our account and website, especially as ringette becomes more prominent in the social media realm.

As such, our association name and logo are protected (please see our webpage Logo Permissions for more info). Please do not alter our logo or use in unapproved media or documents. As we grow, continuity and control of our image and identity is important, and a united front helps to align our program integrity in supporting athletes to Play, Compete and Achieve.

If a team has their own team logo (not to be used as a Team Twitter icon), it should identify team as AA Ringette Calgary/Division, and be within AA colours. Use should be kept mainly to inter-team; any public docs (i.e. cash calendars, etc.) should also include the AA Ringette Calgary logo whenever possible. Anything official on behalf of AA Ringette Calgary should use only the AA Ringette Calgary logo.