



## Social Media Directives for EGHA Teams

Edmonton Girls Hockey Association (EGHA) understands that teams are eager to host social media pages for their teams. In some cases, EGHA has set up instagram accounts for some teams; in other cases teams have set up their own instagram, facebook, twitter or other social media pages.

EGHA supports the use of social media accounts as they promote EGHA as an association and promote female hockey, a game we are all eager to grow.

We ask that all EGHA teams follow and abide by the guidelines below for their social media accounts.

1. EGHA must be tagged on every post (this way we can also share your posts and celebrate your successes). To tag EGHA use:
  - a. Facebook - Edmonton Girls Hockey Association
  - b. Instagram - egha\_hockey
  - c. Twitter - @EGHA\_hockey
2. Ensure your team is identified with your team name (Example: EG701 Griffins)
3. Share your team's logo (please avoid the use of "hockey club" in your team's logo and name)
4. Ensure that you have confirmed with all parents/guardians and players that they are okay with their name or image being on the team's social media page(s) - where someone is uncomfortable, let's not post a name or image
5. Use the social media page(s) to celebrate successes - successes of your team (big wins, fun team events); successes of players (player of the game, for example); anything that promotes your team, your players, and of course EGHA and female hockey
6. Use your social media page(s) to thank sponsors who have supported your team (this is a great way to do this)!
7. Use your social media page(s) to promote events your team is participating in. Is your team volunteering for an event that needs publicity? Share it!
8. Ensure you avoid any of the below
  - a. Negative posts (anything that may criticize a player or team, etc.)

- b. Inappropriate posts (anything that is not family friendly or may be taken as discriminatory, racist, etc.)
  - c. Complaints about Hockey Canada, Hockey Alberta, Hockey Edmonton, Edmonton Federation Hockey League and all of its members, Edmonton Girls Hockey Association, other hockey or sports associations
  - d. Anything political - ie. do not show support for or against any political issues
9. Ensure that your social media page(s) are closed and shut down at the end of the season