

ERC Social Media Policy

Purpose

The purpose of this policy is to provide a guideline on participation in the online social media space, both when ERC athletes, parents, and coaches are participating personally, as well as when acting on behalf of the ERC.

ERC Social Media Accounts

The ERC and its teams may have social media accounts such as on Facebook, Twitter, Instagram or other social media networks that allow users to communicate online (“ERC Social Media Accounts”).

The ERC may approve of one or more persons to be authorized to post items to the ERC Social Media Accounts. There should only be one single social media representative from each team for each team’s accounts and one single social media representative for the main ERC accounts.

The ERC approves of social media for the purposes of promoting and marketing the sport of ringette and for connecting the Edmonton Ringette Club with others in a positive manner, to share news about our sport and our teams.

Individual posts

ERC athletes, parents, and coaches are allowed to associate themselves with the ERC when posting but they must clearly brand such posts as personal and purely their own. For example: “The postings on this site are my own and do not necessarily represent the ERC’s positions or opinions.” They are personally responsible for the content they publish. The ERC shall not be held liable for any repercussions the content of these posts may generate.

Code of Conduct Applicable

The ERC Code of Conduct applies in respect to social media and is to be followed. It includes a responsibility to refrain from any behavior that constitutes harassment.

Other Guidelines

Social media posts will not tag, or otherwise provide contact information for minors. Given/first names should only be used to identify minors in posts.

Any posts on the ERC Accounts or associated with the ERC shall not have dishonorable content such as racial, ethnic, sexual, religious, and physical disability slurs, discriminatory remarks, personal insults, or obscenities.

No engaging in inflammatory, negative or otherwise inappropriate discussions about teammates, coaches, competitors, officials, ringette leagues/associations, or Ringette Alberta.

Members Conduct – Members and players of ERC are expected to not use social media to voice concerns or grievances in respect to ERC or other ringette associations/organizations. Please follow applicable ERC procedure in that regard.

No photographs, video or comments promoting negative influences or criminal behaviour, including but not limited to drug use, alcohol abuse, public intoxication, or sexual exploitation.

No postings meant to unnecessarily alarm others or misrepresent the facts.

Principles of privacy, respect, integrity and sportsmanship should be observed when posting.

Keep in mind that social media comments are instantly published and available to the public and media. Please conduct yourself in an appropriate, professional and respectful manner at all times. Take the time to consider what you are posting before posting.

Conduct that violates this Policy or the ERC Code of Conduct may be subject to sanctions pursuant to the ERC's policies.

Motion passed February 7, 2018