



Elora-Fergus Ringette Association SOCIAL MEDIA POLICY

Last Updated: April 2018

This policy has been developed to help the Elora-Fergus Ringette Association (EFRA) and its players, parents, coaches, and volunteers to make informed decisions about how they use the Internet and other electronic methods of communication. Social media has become an integral part of the way we communicate and can provide the EFRA and its respective teams with an opportunity to engage with the community, promote the sport of ringette, interact with players, educate and inform members, celebrate initiatives, and to ask and answer questions. For the purposes of this policy, social media includes but is not limited to personal and professional websites, blogs, emails, texts, and social networks like Facebook, Instagram, Snapchat, YouTube, and Twitter.

As some online postings could conflict with the interests of the EFRA and its membership, we have adopted the following Social Media Policy. Breach of this policy may result in either a warning or possible disciplinary action. It is everyone's responsibility to follow proper procedures both in the arena and online — we all need to act responsibly, both on and off the ice, and this includes the use of electronic communications.

Everyone using any social media platform should:

- Think twice before posting — once posted it cannot be retracted.
- Maintain a positive and respectful social media presence. Negative behaviour and comments reflect badly on you and could impact the reputation of the EFRA. Negative behaviour will be reviewed case-by-case and can lead to removal from the team.
- Write in the first person so that it is clear that you are expressing your personal opinions and not those of the EFRA or any other organization.
- Players who are 17 years of age and younger should obtain permission from parents to post photographs and or names to social media sites.
- Players who are 17 years of age or younger should tell their coach and/or parents if they receive any communications that makes them feel uncomfortable.
- For teams that set up their own social media “group” to provide an environment for parent and players to communicate and share images, the group must be CLOSED, PRIVATE, and carefully managed by team volunteers who adhere to this policy.

Everyone using any social media platform should NOT:

- Publish negative comments about other associations, teams, players, or referees, and any controversial or potentially inflammatory subjects or incidents that may have occurred.
- Use harassing, hostile, or derogatory language in any online communications — keep it clean!
- Respond to any negative comments about your association, team, player, or anyone involved with your association. In order to avoid escalation, please contact the EFRA immediately and do not engage in an open debate about these comments.
- Share confidential and proprietary information related to the EFRA, our families, our players, and our relationships with other community stakeholders. Do not report on conversations, decisions, or events that might be considered private or internal to the EFRA. Do not discuss information that has not been made public.
- Use copyrighted information without citations and links. When publishing either exact or paraphrased text, photos or videos, give credit to the author or publisher. Never use trademarks, slogans, logos, etc. without obtaining permission from the copyright owner.

Reminder: Please do NOT use cameras, cell phones, or similar devices in change rooms.

Cameras, cell phones, and any other devices capable of taking pictures are prohibited in the dressing rooms. The only exception will be during team celebrations. At this time, bench staff may allow the opportunity for picture taking in the dressing room. All parents/guardians must approve of this idea, and the activity will cease by the direction of the bench staff.

READY TO GET SOCIAL?

Ringette is a community sport, and social media provides a great opportunity for us to stay connected and share our love of the game. If you're looking for ideas on what to share, consider:

- EFRA programs, events, registration deadlines, and initiatives
- Team scores, tournament results, and accolades (e.g., live-tweets at games)
- Thank a sponsor or volunteer
- General information about ringette (e.g., stories, videos, links of interest)
- Information from regional, provincial, and national ringette channels (e.g., ORA, WRRL, WRRR, Ringette Canada)

And be sure to follow us on [Facebook](#), [Instagram](#), and [Twitter](#) for the latest EDGE news!

QUESTIONS?

Please [contact a member of the EFRA Board of Directors](#).