

# Social Media Policy

## Purpose

To provide an additional medium of communication for Hockey Edmonton to our stakeholders, the public, and other likeminded organizations.

## Scope

- All Hockey Edmonton stakeholders including players, parents, volunteers, coaches, officials, service providers, and employees.
- Activities involving Hockey Edmonton through the use of social media.

## Definitions

**Social Media** forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as pictures or videos).

## Statement

1. Hockey Edmonton strives to stay in step with developing technologies within the business of hockey and to use them in ways which allow Hockey Edmonton to pursue its mission statement; *Hockey Edmonton aims to foster, through the sport of hockey, the development of active healthy lifestyles.*
2. Hockey Edmonton's main goal in the use of social media is to drive traffic to our website and to more easily communicate with those involved and interested in hockey within Edmonton.
  - Hockey Edmonton will use its social media to promote development opportunities to members including coaches, administrators, athletes, and parents.
  - Share news and information of interest to our members.
  - Sharing a behind-the-scenes look at Hockey Edmonton run events; QEMHW, ENMAX Hockey Edmonton Championships, etc.
  - Engaging with stakeholders and creating a platform to share good news and success stories.
  - While this will be an excellent opportunity for increased interaction with stakeholders Hockey Edmonton also acknowledges it also increases our risk of exposure by increasing our online presence.
3. Hockey Edmonton recognizes the value and importance of social media in the social networking of its members and respects the right of all such members to use their personal accounts to express their personal views. However, we also expect that all Hockey Edmonton stakeholders use social media with respect when mentioning other members and or organizations involved in hockey or related events. Unacceptable conduct on social media will not be tolerated and will be dealt with in accordance with the **Respect the Game** program.
4. Hockey Edmonton would like to acknowledge that there will be instances when Hockey Edmonton may interact with minors through its' social media sites. Hockey Edmonton is happy to answer any

questions posed by those minors however would like to remind parents that it is their responsibility to be mindful of their children’s social media behaviour.

### Responsibilities

- All Hockey Edmonton (Zone 8) stakeholders (staff, volunteers, and team or on-ice officials), and partners (parents, guardians, players) are responsible for posting only appropriate content on Social Media sites in relation to minor hockey.
- Hockey Edmonton (Zone 8) is responsible for responding to stakeholders who engage in interactions on the Hockey Edmonton social media pages appropriately.
- Hockey Edmonton will be responsible for investigating any reported issues in relation to Social Media postings by its personnel (staff, volunteers, and team or on-ice officials) and partners (parents, guardians, players).

### References

- Hockey Alberta’s Social Media Strategy

### Contact

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### Revision History

<b>Approved By:</b>	Board of Directors	<b>Date:</b>	<b>13-September-2017</b>
		<b>Next Review Date:</b>	
<b>Revised By</b>		<b>Date:</b>	