



Use of Social Media

Purpose

This policy encompasses all communications through such online communities including but not limited to X, Facebook, YouTube, Instagram, Tik Tok, etc.

The NGHA understands and appreciates the importance of social media. This forum presents unique opportunities for networking, promotion, collaboration, and expressing creativity. However, it also provides an unsupervised medium for inappropriate conduct to occur.

Definition

Social Networking is defined by the OWSHA as communicating through on-line communities of people such as, but not limited to, Facebook, X (previously Twitter), YouTube, Instagram, blogging, etc.

General

The NGHA holds all NGHA personnel, including Executive members, coaches, trainers, managers, players, volunteers, officials, partners (parents, guardians) and others who use social media and networking tools to the same standards as it would with all forms of media, including television, radio, and print. All NGHA personnel must use discretion, good judgment, and respect when using social media as they represent the NGHA.

The NGHA expects that all who participate in social media on behalf of the NGHA comply with the relevant terms of service when using the social media services (e.g. age of use).

It should be recognized that social media provides a forum for comments to be easily shared, which includes comments sent via texting or other online messaging channels. Once published online, comments are considered on record and cannot be retracted. As such, all NGHA players and personnel are accountable for their comments and should conduct themselves in an appropriate and professional manner at all times.

Inappropriate behaviour over social media will not be tolerated and may result in disciplinary action.

Inappropriate use of social media includes, but is not limited to:

- Sharing of photos or videos via social media sites without the permission of the individuals in the photos.
- Statements that are derogatory and/or demeaning to NGHA volunteers, its programs, on-ice or off-ice officials, players, opponents, members, coaches, sponsors or any other person associated with NGHA.



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- Any form of bullying, harassment, intimidation or threats against on-ice or off-ice officials, players, opponents, members, coaches, sponsors or any other person associated with NGHA.
- Communication of confidential information that may include medical history, family situations, game plans or strategies and other information that is deemed sensitive or confidential.
- Sharing of photos, videos or comments that promote negative influences or criminal behaviour, including but not limited to: physical violence, drug/alcohol use, hazing, and/or sexual exploitation, etc.
- Online activity that is meant to alarm other individuals or to misrepresent fact or truth.
- Posting of inappropriate, derogatory, racist or sexist comments of any kind.

All NGHA personnel are responsible to immediately report any inappropriate use of social media to the Director of Policy, Risk and Safety.

Guidelines for Teams

Team Social Media Accounts

Any team wishing to create a team social media channel must obtain parent/guardian permission from each player to share: 1) photos of their child, and/or 2) their child's name. If permission is not received, the team may not include the photo and/or name in their social media posts.

Broadcasting or sharing recorded games

Teams wishing to broadcast or share recorded games must use private social media sites (e.g. YouTube private accounts or social media sites, which require log-ins).

Questions

Questions on this policy can be directed to the Director of Policy, Risk and Safety (NGHAPolicy@gmail.com).