



Okotoks Oilers Athletic Association

Box 954 Okotoks, Alberta T1S 1B1

Okotoks Oilers Athletic Association (OOAA) Social Media Policy

1. Purpose

The purpose of this Social Media Policy is to provide clear guidelines regarding the use of social media. The goal is to ensure that online activity reflects positively on the Okotoks Oilers Athletic Association (OOAA) and upholds our values and reputation.

2. Scope

This policy applies to all players, coaches, staff, parents, and volunteers associated with the OOAA, collectively referred to as the "OOAA family." This policy encompasses public communications through internet mediums and websites such as Twitter, Facebook, Instagram, Snapchat, LinkedIn, and any other social media networks that allow users to communicate online.

3. Guidelines

a. Professionalism and Respect

All social media interactions should demonstrate professionalism and respect. Ensure that content posted or shared is positive and aligns with the OOAA's values.

Avoid posting or sharing content that is discriminatory, defamatory, harassing, or inflammatory.

b. Confidentiality

Do not disclose any confidential or proprietary information related to the OOAA, its members, or its operations. This includes sensitive game strategies, personal information of teammates, or internal discussions.

c. Accuracy

Verify the accuracy of any information before posting. Make corrections promptly if errors are identified.

When sharing news or updates about the team, attribute the information to official sources and clarify if it is personal opinion rather than an official OOAA statement.

d. Endorsements and Representations

Clearly differentiate between personal opinions and official OOAA communications. Use disclaimers to avoid confusion about whether statements represent the OOAA.

Do not use the OOAA's name, logo, or other branding elements without prior authorization from the OOAA executive board.



Okotoks Oilers Athletic Association

Box 954 Okotoks, Alberta T1S 1B1

e. Social Media Management

1. Authorization and Property

Only authorized individuals should post on official OAAA accounts. Personal social media accounts should not be used for official team communications or representations and will be limited to Facebook and Instagram. All content posted on OAAA pages is the property of OAAA.

2. Account Management

Volunteers are not allowed to change the name of Facebook or Instagram pages, nor the login credentials, without permission from the OAAA. Volunteers will have temporary access to the accounts, valid from when the roster is announced until the conclusion of that season.

3. Outside Volunteers

External volunteers, such as those requesting to manage specific pages, must sign a contract agreeing to abide by these policies.

4. Problematic Comments

Immediate action must be taken for problematic comments or emails. This includes saving a screenshot and informing the Director of Code and Conduct for further direction and documentation.

5. Tagging

You should not tag OAAA Athletes social media handles in any proactive posts unless permission has been obtained. OAAA Athletes with locked accounts should never be tagged

Across all of our social media channels, we commit to ensuring that we:

- Are positive and encouraging in tone.
- Take an inclusive approach that recognizes and celebrates diversity.
- Protect the privacy and safety of OAAA Athletes.
- Live up to OAAA's values and mission.

f. Bullying and Harassment

Bullying or harassment of any kind, including targeted attacks, intimidation, or derogatory comments, is strictly prohibited. This applies to interactions with teammates, opponents, fans, and any other individuals.

Report any incidents of bullying or harassment to the appropriate team officials or the OAAA's Code and Conduct Director. If reported to a team official, that person must immediately inform the Code and Conduct Director. The OAAA is committed to investigating and addressing such issues promptly.

g. Interaction and Engagement



Okotoks Oilers Athletic Association

Box 954 Okotoks, Alberta T1S 1B1

Engage with followers respectfully and address any concerns or criticisms in a professional manner. Avoid engaging in public disputes or negative interactions.

h. Monitoring Social Media Activity

OOAA volunteers are responsible for monitoring social media mentions of the OOAA and its members, escalating any safeguarding concerns or issues. Volunteers must monitor responses and interactions with any posts they share. If a post attracts negative comments that could cause harm, report the issue to the Director of Code of Conduct Social Media Coordinator.

4. Enforcement

Social media violations will be subject to disciplinary action through the Director of Code and Conduct.

a. Reportable Violations

Any action through social media considered a violation of the Code of Conduct is reportable and subject to disciplinary action. Violations include, but are not limited to:

1. Divulging confidential information, such as player injuries, game strategies, or sensitive matters.
2. Negative or derogatory comments about teammates, coaching staff, parents, the OOAA Family, or opponents.
3. Bullying, harassment, or threats against rival players, on-ice officials, off-ice officials, or members of the OOAA Family.
4. Promoting negative influences or criminal behavior, including drug use, alcohol abuse, hazing, or sexual exploitation.
5. Taking photographs inside a dressing room while a player is changing.
6. Online activity that contradicts OOAA Policies and Procedures, including:
 - Comments or posts deemed detrimental, harmful, or malicious to a team, the Association, or any individual.
 - Inappropriate, derogatory, racist, or sexist comments.
 - Using a member's image or likeness without written consent, which may be considered identity theft.

b. Disciplinary Action

The Director of Code and Conduct will convene a disciplinary subcommittee to review the facts. Actions may include verbal warnings, written warnings, or suspension from the team. The severity of the disciplinary action will depend on the nature and impact of the infraction.