



August 2015

USE OF SOCIAL MEDIA – SARA EXPECTATIONS

SARA players represent St. Albert Community athletes playing the sport of Ringette. The association expects the athletes to conduct themselves on Social Media in a way that acts as an ambassador to the sport, not an embarrassment to the sport.

Society, and youth in particular, are increasingly making use of Social Media. Social Media is a term used to refer to digital communication over the Internet via computer (desktop/laptop) or through handheld devices. Examples include Facebook, Twitter, Instagram, Snapchat, Group Texting, Team Cowboy, and Team snap.

Disrespectful behavior is becoming a growing concern in our rinks and during tournament events. SARA cannot realistically control what individuals post on their personal sites; however, SARA strongly encourages such communications and photos or images to be respectful to teammates, coaches, officials, opposing teams, and the sport of Ringette.

Social Media plays an invaluable role in promoting the sport of Ringette in our communities. However, when used improperly, Social Media can be a forum for the inadvertent disclosure of personal information without consent, and in extreme cases, disrespectful and completely improper and unlawful communication such as “cyberbullying”.

If individuals choose to post information or photographs, those individuals must remember these activities are subject to the SARA Code of Conduct. That Code extends to behavior on Social Media and improper behavior or improper disclosure of personal information including negative comments targeted at one person or group by any mode may be subject of discipline up to and including expulsion from SARA.

Any report of negative comments or misuse of social media must be brought to the attention of the Board for immediate consideration and possible action.

Board of Directors
St. Albert Ringette Association