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ST. THOMAS RINGETTE ASSOCIATION

SOCIAL MEDIA POLICY

Definitions

1. The following terms have these meanings in this Policy:
 - a) “*Representative*” – Individuals engaged in activities with St. Thomas Ringette Association which include, but not limited to, athletes, coaches, convenors, officials, volunteers, managers, administrators, committee members, parents and guardians and spectators at events, and Directors and Officers of St. Thomas Ringette Association.
 - b) “*Social Media*” – means any activity that integrates technology, social interaction and content creation via platforms which include, but are not limited to, Facebook, Twitter, Instagram, blogs, photo and video sharing, texting and social networking.

Purpose

2. The purpose of this Policy is to provide conduct guidelines with respect to use of Social Media by all St. Thomas Ringette Association representatives. St. Thomas Ringette Association has set this policy to set boundaries and standards for Representatives’ social media use.

Application of Policy

3. This Policy applies to all Representatives during the course of St. Thomas Ringette business, activities and events internally and externally.

Guidelines



4. It's everyone's responsibility to follow proper procedure both in the arena and on the web.
 - a) Coaches, officials, volunteers and others in a position of trust in ringette need to act responsibly on and off the ice, this includes the use of electronic communications.
 - b) Everyone using any social media platform should:
 - Think twice before posting, once posted it cannot be retracted.
 - Maintain a positive social media presence. Negative behaviour and comments reflect badly on you and could impact the reputation of St. Thomas Ringette Association.
 - Write in the first person so that it is clear that you are expressing your personal opinions and not those of St. Thomas Ringette Association or any other organization.
 - Those players 17 years of age and younger should obtain permission from parents to post photographs and or names to social media sites.
 - c) Everyone using any social media platform shall NOT:
 - Publish negative comments about other associations, teams, players or referees, and any controversial or potentially inflammatory subjects or incidents that may have occurred.
 - Using harassing, hostile or derogatory language in any online communications. Please refer to the Hazing, Bullying and Harassment Policies on St. Thomas Ringette Association's policies for a more complete description.
 - Be careful when responding any inaccurate or negative comments about your association, team, player or anyone involved with your association. In order to avoid escalation do not engage in an open debate about these comments. Please contact St. Thomas Ringette Association for advice.
 - Use copyrighted information without citations and links. When publishing either exact or paraphrased text, photos or videos, give credit to the author, photographer or publisher. Never use trademarks, slogans, logos etc. without obtaining permission from the copyright owner.

Teams, Players and Volunteers

5. Many teams, players and volunteers create websites, including social media pages on one of the many hosting sites. These sites can be very useful in announcing league changes, new practices, changes of arenas, cancellations due to weather, team scores, tournament wins etc. Although many players



seventeen (17) years of age and younger will have their own email address, all communications should also be sent to the parent's email. No adult should communicate one on one with a player seventeen (17) years of age or younger. Players seventeen (17) years of age or younger should be encouraged by their coaches and parents to inform an adult they trust if they receive any communications that makes them feel uncomfortable or if anyone has told them not to tell anyone about a communication. The website should contain information for the person to contact in these cases.

6. St. Thomas Ringette Association Representatives will not:

- a) Use social media for fraud or any activity that contravenes the laws of Canada, the laws of Ontario of the *Code of Conduct*, or any other applicable jurisdiction.
- b) Impersonate any other person or misrepresent their identity, role, or position with St. Thomas Ringette Association;
- c) Display or preference or favoritism with regard to associations/clubs, athletes or other members; or
- d) Upload, post, email or otherwise transmit:
 - Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive of another person's privacy, or otherwise objectionable;
 - Any material which is designed to cause annoyance, inconvenience, or needless anxiety to others;
 - Any material that infringes on the patent, trademark, trade secrets, copyrights, or other proprietary right of any other party;
 - Any material that is considered the St. Thomas Ringette Association's confidential information or intellectual property, as per the *Confidentiality policy*.
- e) Representatives shall refrain from discussing matters related to St. Thomas Ringette Association or its operations on Representatives' personal social media. Instead, matters related to St. Thomas Ringette Association or its operations should be handled through more official communication channels (like email) or through the St. Thomas Ringette Association-branded social media pages.



- f) Representatives shall use their best judgement to respond to controversial or negative content posted by other people on the St. Thomas Ringette Association-branded social media. In some cases, deletion of the material may be the most prudent action. In other cases, responding publicly may be preferred. If a Representative questions the correct action to take, the Representative shall consult with one of the Directors of the St. Thomas Ringette Association.

St. Thomas Ringette Association's Responsibilities

7. St. Thomas Ringette Association will:
 - a) Ensure that Representatives only use social media in a positive manner when connecting with others.
 - b) Ensure that Representatives balance personal and professional information posted via social media and inform Representatives that a balance is necessary and positive.
 - c) Properly vet and understand each social medium before directing representatives to engage with, or create, the St. Thomas Ringette Association-branded social media.
 - d) Ensure that Representatives' use of social media.

Enforcement

8. Failure to adhere to this Policy may permit discipline in accordance with the *Discipline and Complaints Policy*, legal recourse or dismissal from a volunteer position.