



# Bow Valley Hockey Society Social Media Policy



## 1. Policy Overview and Purpose

Social media is changing the way we communicate.

This policy has been developed to inform our members about using social media, so people feel enabled to participate while being mindful of their responsibilities and obligations. This policy provides practical guidance allowing all parties to benefit from the use of social media while minimizing potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to the Bow Valley Hockey Society.

This policy contains Bow Valley Hockey Society guidelines for the Bow Valley Hockey Society community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

## 2. Underlying Principles

This policy complements Bow Valley Hockey Society's core values and behaviours:

- Physical and mental HEALTH AND WELLBEING through hockey
- Hard work, determination, teamwork and the pursuit of EXCELLENCE on and off the ice.
- A positive ice hockey experience in a SAFE, sportsmanlike environment.
- The importance of acting with honesty and INTEGRITY at all times.
- INCLUSIVE hockey opportunities

## 3. Coverage

This policy applies to all persons who are involved with the activities of the Bow Valley Hockey Society, including players, coaches, parents, officials, volunteers, board members or spectators in a paid or unpaid/voluntary capacity and including:

- persons appointed or elected to BVHS Board of Directors, committees and sub-committees
- employees of the Bow Valley Hockey Society
- support personnel, including all team level volunteers
- coaches and assistant coaches
- athletes
- referees and other officials
- spectators



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## 4. Scope

**Social media** refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc.)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc.)
- Blogs and micro-blogging platforms (e.g. Tumblr, WordPress, Blogger, etc.)
- Review sites (e.g. Yelp, Urban Spoon, etc.)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook mentions, etc.)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc.)
- Geo-spatial tagging (e.g. Foursquare, etc.)
- Online encyclopedias (e.g. Wikipedia, etc.)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc.)
- Online multiplayer gaming platforms (e.g., World of Warcraft, Second Life, Xbox Live, etc.)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. An officially designated individual representing the Bow Valley Hockey Society on social media; and
2. If you are posting content on social media in relation to the Bow Valley Hockey Society that might affect the Bow Valley Hockey Society's business, standing, products, services, events, sponsors, members or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to the Bow Valley Hockey Society or its business, competitions, teams, participants, services, events, sponsors, members or reputation.

However, any misuse by anyone on social media in a manner that does not directly refer to the Bow Valley Hockey Society may still be regulated by other policies, rules or regulations of the Bow Valley Hockey Society.

### ***Using social media in an official capacity***

You must be authorized by the BVHS Board before engaging in social media as a representative of the Bow Valley Hockey Society. To become authorized to represent Ice Bow Valley Hockey Society in an official capacity, you must have complete approval from the BVHS Board of Directors.

As a part of the Bow Valley Hockey Society community, you are an extension of the Bow Valley Hockey Society brand.

As such, the boundaries between when you are representing yourself and when you are representing Bow Valley Hockey Society can often be blurred. This becomes even more of an issue as you increase your profile or position within the Bow Valley Hockey Society. Therefore, you must always represent both yourself and Bow Valley Hockey Society appropriately online.



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## 5. Guidelines

You must adhere to the following guidelines when using social media related to the Bow Valley Hockey Society or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

### *Use common sense*

Whenever you are unsure as to whether the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for the Bow Valley Hockey Society.

### *Protecting your privacy*

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

### *Honesty*

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything dishonest, untrue, or misleading. If you are unsure, check the source and the facts before uploading or posting anything. BVHS recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your social media accounts.

### *Use of disclaimers*

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of the Bow Valley Hockey Society) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have a legal effect.



# Bow Valley Hockey Society Social Media Policy



## **Respect confidentiality and Sensitivity**

When using social media, you must maintain the privacy of Bow Valley Hockey Society's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of your team, club or association before BVHS has made official announcements.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorization by Bow Valley Hockey Society, it is perfectly acceptable to talk about Bow Valley Hockey Society and have a dialogue with the community, but it is not okay to publish confidential information about the Bow Valley Hockey Society. Confidential information includes things such as details about litigation, unreleased information and unpublished details about our events and programs not yet publicly announced.

When using social media, you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

### *Gaining permission when publishing a person's identifiable image*

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have the consent of the owner of the copyright in the image. This is especially important when the subject is under 18.

### *Complying with applicable laws*

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

### *Abiding by copyright laws*

You must comply with the laws governing copyright in relation to material owned by others and Bow Valley Hockey Society's copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.



# Bow Valley Hockey Society Social Media Policy



## **Discrimination, sexual harassment, and Bullying**

The public in general, and Bow Valley Hockey Society's employees and members, reflect a diverse set of customs, values, and points of view.

You must not post any offensive material, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate. There is a clear difference between engaging in constructive dialogue, which is acceptable and encouraged. Asking genuine questions is encouraged.

When using social media, you may also be bound by Bow Valley Hockey Society's values and Code of Conduct and Discipline Policy.

### *Avoiding controversial issues*

Within the scope of your authorization by the Bow Valley Hockey Society, if you see misrepresentations made about the Bow Valley Hockey Society in the media, you may point that out to your president, or office staff members. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

### *Dealing with mistakes*

If you make an error while posting on social media, be upfront about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses BVHS of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

### *Conscientious behaviour and awareness of the consequences*

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your membership to participate in Bow Valley Hockey Society events at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

### *Branding and intellectual property of the Bow Valley Hockey Society*

You must not use any of Bow Valley Hockey Society's intellectual property or imagery on your social media without prior approval from BVHS.

Bow Valley Hockey Society's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on Bow Valley Hockey Society official social media sites or website.

You must not create either an official or unofficial Bow Valley Hockey Society presence using the organization's trademarks or name without prior approval from the Bow Valley Hockey Society.



# Bow Valley Hockey Society Social Media Policy



You must not imply that you are authorized to speak on behalf of BVHS unless you have been given the authorization to do so by the BVHS Board.

Where permission has been granted to create or administer an official social media presence for the Bow Valley Hockey Society, you must adhere to the Bow Valley Hockey Society Branding Guidelines. Please contact the BVHS Board of Directors or Office Staff for further information.

## 6. Policy breaches

Breaches of this policy include but are not limited to:

- Using Bow Valley Hockey Society's name, motto, crest and/or logo in a way that would result in a negative impact on the organization, clubs, or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game.
- Posting or sharing any content in breach of Bow Valley Hockey Society's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringe the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing Bow Valley Hockey Society, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organization into disrepute is to lower the reputation of that person or organization in the eyes of the ordinary members of the public.

### *Reporting a breach*

If you notice inappropriate or unlawful content online relating to the Bow Valley Hockey Society or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

To report inappropriate or unlawful content online, the reporting process should follow the BVHS Code of Conduct and Discipline Policy.