

# **Social Media, Mobile & Electronic Communications Policy**

Effective communication concerning travel, practice or game schedules, and administrative issues among coaches, administrators, players and their families is critical. However, the use of mobile devices, web-based applications, social media, and other forms of electronic communications increases the possibility for improprieties and misunderstandings and also provides potential offenders with unsupervised and potentially inappropriate access to participants. The improper use of mobile and electronic communications can result in misconduct.

## **Forest Lake Hockey Association Website and Social Media Accounts**

The Forest Lake Hockey Association utilizes a variety of electronic and social media for communication. This policy will outline the creation, general usage and administration of these accounts. The primary internet domain for the Association is flhockey.org. Communication and references should utilize this domain wherever reasonably possible. The primary communication channel is the Association website located at [http:// www.flhockey.org](http://www.flhockey.org). As the website is used to manage registration of currently participating members in Association programs as such will have current contact information for members, all Association business, announcements, and important member communication not sent directly via electronic mail through the Association website will be posted here. Other social media channels may also be utilized but should refer back to the Association website. Any notices posted that require member action that are posted to social media sites, but not the Association website shall not be considered official. The creation of new social media accounts must be approved by the FLHA Board at a regular board meeting. Administrative access to the FLHA Website and all social media accounts shall be given to all current elected Board members and the Webmaster. Additional individuals may be granted administrative and posting privileges with Board approval and notification to all Board members. Social media usage shall be limited to news, information, photographs, and videos from or promoting association events. Posting of hockey-related activities of related organizations (Forest Lake High School, Nearby Associations, fundraisers, etc.) are also acceptable. Due to their subjective nature, "humorous" stories, videos, and photographs should not be used, and are subject to removal. All forums, timelines, walls, or equivalent in which the general public could post shall be moderated by the Board or designated individuals with administrative access to the said social media accounts.

Coaches, players and all team personnel must follow common sense guidelines regarding the volume and time of day of any allowed electronic communication.

The FLHA website shall be the official site for communicating team schedules and other team information. Coaches and managers are to as much as reasonably possible keep team pages up to date.

## **Social Media**

Coaches are prohibited from having players joined to their personal Facebook page or any other similar social media application. To facilitate communication a team page may be set up and players and parents may join (i.e., "friend") the team page and coaches can communicate to players through the site. All electronic communication of any kind between coach and player, including use of social media, must be non-personal in nature and be for the purpose of communicating information about team activities or other items that may be of interest to the player or team members (clinics, camps, etc).

#### **Email, Text Messaging and Similar Electronic Communications**

Coaches, team managers, players, and parents may use email and text messaging to communicate. It is preferred that all email and text messaging regarding team or player information be directed towards the parent or guardian as the primary contact. All email and text message content between coaches/team managers and players must be non-personal in nature and be for the purpose of communicating information about team activities. Emails and text messages from a coach to a player must include a copy to parents.

#### **Request To Discontinue All Electronic Communications or Imagery**

Following receipt of a written request by the parents of a player that their child not be contacted by any form of electronic communication by coaches or other adults through FLHA sponsored media (Sport Ngin website, etc), the FLHA shall immediately comply with such request without any repercussions for such request. Similarly upon written request any imagery of a player on the FLHA website shall be removed immediately

#### **Abuse and Misconduct**

Social media and other means of electronic communication can be used to commit abuse and misconduct (e.g., emotional, sexual, bullying, harassment, and hazing). Such communications by any member shall be considered a violation of the FLHA Non-Harassment rule (I. Goals and Objectives; B. Non-Harassment) and shall result in disciplinary action in accordance with this rule.