

Northern Chautauqua County Youth Hockey Association **Social Media Policy**

Northern Chautauqua County Youth Hockey Association (“NCCYHA”) recognizes the importance of the Internet in shaping the public’s perception of our organization. NCCYHA also recognizes the importance of our Board members, directors, division coordinators, committee members, coaches, managers, players, parents and volunteers in leading and setting the tone of social media interactions in a manner that advances NCCYHA’s mission and goals.

Mission Statement

Northern Chautauqua County Youth Hockey Association is dedicated to the development of well-rounded youth through positive sports competition. We strive to develop fundamental skills through active participation of our players and to promote good sportsmanship from our players, coaches, and parents. Northern Chautauqua County Youth Hockey Association is dedicated to the support of the organized sports in the local school districts. NCCYHA believes that our mission is to provide these organized sports with as many athletes as possible and that they are as well prepared as possible for that next level.

Applicability

This Social Media Policy applies to all Board members, directors, division coordinators, committee members, coaches, managers, players, parents and volunteers (“NCCYHA Stakeholders”). This Social Media Policy applies to all social media content posted by NCCYHA Stakeholders in their professional and personal capacity to the extent such content is related to NCCYHA.

Aspirations

NCCYHA strives to create a positive and inclusive organization that is dedicated to helping young athletes reach their potential. In furtherance of this goal, NCCYHA aspires to engage stakeholders of the Northern Chautauqua County in positive, honest, transparent, and knowledgeable dialogue about NCCYHA through social media. NCCYHA views social media as an important tool for communicating its successes and opportunities for athletic and individual development. NCCYHA also views social media as a platform for receiving constructive feedback from the community and for discussing NCCYHA’s challenges and opportunities for improvement in a positive and constructive way.

Guidelines

All NCCYHA Stakeholders shall abide by the following guidelines when using social media:

1. Be positive and respectful, and always take the high road. When disagreeing with others’ opinions, remain appropriate and polite. If you find yourself in a situation online that is becoming antagonistic, ask the NCCYHA Board of Directors or your division coordinator for advice on how to disengage from the dialogue in a polite and respectful manner that reflects well on NCCYHA.
2. Do not post content that would harm NCCYHA or damage NCCYHA’s reputation. Remember that even while you are on your own personal time, you are a representative of NCCYHA, and people may interpret your online postings or social interactions as though they were official NCCYHA statements.

1. Use good judgment when posting comments on any official NCCYHA sites. Bear in mind that your comments can create liability for the NCCYHA. If you are unsure whether a comment is appropriate to post, either do not post it or obtain prior approval from the Board of Directors.
2. Be smart about what you publish. Once something is posted, it exists online forever. Ask yourself, “would I want to see this published in the newspaper or posted on a billboard tomorrow or ten years from now?” If the answer is “no,” do not post.
3. Encourage others to engage in positive interactions on social media. If you are concerned about any NCCYHA Stakeholders use of social media, please bring your concerns to the attention of your sport coordinator or a member of the NCCYHA Board of Directors.
4. Personally identifiable information (information, such as a name and date of birth and/or a street address which, when taken together, can identify a particular individual) should not be disclosed in any manner on official NCCYHA social networking sites without the approval of the NCCYHA Board of Directors.

Violations of the Social Media Policy

The NCCYHA Board of Directors shall have the authority to monitor and enforce this Social Media Policy. The NCCYHA Board of Directors, and any individual appointed by the Board of Directors, shall have the authority to remove any inappropriate or offensive comments from official NCCYHA sites and to block any individual or organization from posting on any official NCCYHA social media platform if they determine, in their sole discretion, that such removal or block is in the best interests of NCCYHA.

The failure of any NCCYHA Stakeholder to adhere to this Social Media Policy shall be considered a violation of the NCCYHA Code of Conduct, and any NCCYHA Stakeholder who fails to adhere to this Social Media Policy shall be subject to disciplinary action, up to and including termination of such individual’s involvement in NCCYHA, in accordance with the NCCYHA Disciplinary Procedures.

Adopted by the NCCYHA Board of Directors: _____