



APPENDIX G

Woodbury Area Hockey Club Social Media Policy

The WOODBURY AREA HOCKEY CLUB supports and encourages players, parents/guardians, coaches, managers and staff to use social media platforms in positive ways to connect and interact with teammates, fans, members and the community. WAHC is providing the following social media guidelines to encourage our members to share their hockey experiences online in a positive, effective and constructive manner. Content placed on any social media platform is public information and a direct reflection on the player, coach, member, the Woodbury Area Hockey Club, Minnesota Hockey and USA Hockey.

How WAHC Uses Social Media

WAHC uses social media to engage and connect with members, fans, players and the community as well as to promote and market our programs, upcoming events, sponsors, our players, our teams etc. To avoid misconceptions about our club's authentic accounts, only the official accounts for Woodbury Area Hockey Club are permitted to use WAHC names, logos and marks in titles, profiles and URLs.

Official WAHC Accounts

- **Twitter:** wahcpredators
- **Facebook:** Facebook.com/ Woodbury Area Hockey Club
- **Instagram:**
- **YouTube:**
- **Website:** woodburyhockey.com

Best Practices

Be Aware Social Media is Public Information

Even though you may use privacy tools, assume that everything you post on social media is public information.

Consider Your Audience

Remember the social media audience is unrestricted in terms of age, gender, nationality, faith, sexual orientation and disability. Tweets can be read by children of all ages and journalists can create/embellish stories based on your postings.

Respect Copyrights and Fair Use

Always give people proper credit for their work and make sure you have the right to use something with attribution before you publish.

Think Twice Before Posting or Retweeting

A general rule of thumb is if you would not be happy seeing the image or quote in a national newspaper, do not post or tweet it. Be aware that re-tweeting, liking or commenting on another person's post may lead to disciplinary action if the original comment was improper

Be a Good Ambassador

Always be aware that your opinions and behavior reflect on WAHC.

Use Good Judgment

Refrain from comments that can be interpreted as slurs, demeaning, inflammatory, etc. Comments which include reference to a person's ethnic origin, race nationality, faith, gender, sexual orientation or disability may be considered aggravated and attract a higher disciplinary action.

Do Not Leak Information

Players, parent-guardians, team managers shall not reveal information about the team, in the opinion of the Head Coach, that may be detrimental to performance. This may include, but is not limited to, starting teams, team plays, injury status, fitness, medical treatment, information about a teammate (especially without their consent), contact details of teammates, staff, criticism of WAHC, the team, individual players, staff, coaches, referees.

Do Not Use Woodbury Area Hockey Club Logos

Using the Woodbury Area Hockey Club name, logos or marks in any social media account or domain name not created by the WAHC is forbidden.

POLICY

For the purposes for this policy, key definitions are as follows:

Online social networking – an online service, platform, or site that allows users to share information, ideas, comments, events, or media

Woodbury Area Hockey Club Membership - people that are directly involved in activities of the organization, including WAHC Board & leadership teams, coaches, team managers, team support staff, players, parents, and administrative staff.

The WOODBURY AREA HOCKEY CLUB ('WAHC') understands and appreciates the importance of social networking as it relates to the personal and professional lives of its players, and members. This immediate and public forum provides unique opportunities for networking and promotion; however, it also provides an unsupervised medium for inappropriate conduct to occur. This conduct may be deemed detrimental to the welfare of the WAHC, its membership and not in the best interests of the game. WAHC holds its entire membership who participates in online social networking to the same standards as it would with all forms of communication including television, radio and print.

These policies are designed to protect all parties from harassment, bullying, stalking, inappropriate contact or behavior however they are intended.

WAHC members should assume at all times that they are representing WAHC Hockey. Members are expected to demonstrate discretion and respect over these sites; if a photo or comment would be inappropriate for all other forms of media, then it should be considered inappropriate for online social networking sites. Any material, comments or actions through these portals deemed inappropriate will be reviewed by the WAHC Board for possible sanctions up to and including suspension and/or expulsion from the program.

Engaging with and sharing content posted by WAHC-branded accounts is encouraged and appreciated.

Representing yourself as a member/volunteer, up to and including the use of our logos and branding, in your messaging is encouraged. Our Administrator can provide you with our logo images and branding guidelines. Please adhere to them.

Have a problem with a coach? Work it out in person. Airing your personal grievances on social media rarely leads to positive outcomes.

Harassing, threatening, discriminating against or disparaging any individuals through social media will not be tolerated.

Sharing photographs of other players, coaches, vendor-providers without their permission through social media is prohibited

WAHC's policies incorporates the USA Hockey's Social Media, Mobile and Electronic Communications policy as outlined in the SafeSport handbook (a copy of which you can find [here](#)) which requires

- Coaches are prohibited from having players joined to their personal Facebook page or any other similar social media application.

- To facilitate communication, an official organization or team page may be set up and players and parents may join (i.e., “friend”) the official organization or 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 for team oriented motivational purposes

Please see the resources below for details.

USA Hockey Social Media Policy

http://assets.ngin.com/attachments/document/0042/3878/SafeSport_social_media_policy.pdf

USA Hockey SafeSport Program / Handbook

<https://www.usahockey.com/safesportprogram>

Violations of any of the guidelines listed in this policy will be subject to corrective counseling and may result in disciplinary action, up to and including suspension and/or expulsion from the program.

The following are some examples of behavior in online social networking mediums that will result in appropriate disciplinary action at the discretion of the WAHC Board:

- Posting or divulging confidential information that includes but is not limited to: member’s personal information, contact information, medical conditions, injuries and/or other sensitive matters pertinent to WAHC and its membership
- Posting negative or derogatory comments about any of WAHC’s or competing programs’ staff (including volunteers, coaches, team managers, vendor-providers), programs, members, or program participants.
- Posting photographs, video or comments regarding fights, penalties, or other in-game incidents
- Posting photographs, video or comments promoting negative influences or criminal behavior including but not limited to: drug use, alcohol abuse, public intoxication, sexual exploitation, etc.
- Posting any inappropriate, derogatory, racist, or sexist comments contradictory to WAHC’s policies on these matters.
- Participating in any online activity that contradicts the current policies of WAHC

We encourage all athletes and WAHC members, coaches/team managers and parent-guardians to be active on various social media platforms, and therefore we welcome the opportunity to assist athletes and all members with using, promoting and protecting themselves and the WAHC on social sites. For any questions regarding social media, contact: secretary@woodburyhockey.com

Social media makes it easy to share ideas and experiences. USA Hockey recognizes, however, that social media, mobile and other electronic communications can be especially concerning where minor participants are involved. Coaches are prohibited from having players joined to their personal Facebook page or any other similar social media application. To facilitate communication, an official organization or team page may be set up and players and parents may join (i.e., “friend”) the official organization or 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 for team oriented motivational purposes.