

## **APPENDIX F:**

# **APHA Rangers Social Media and Communication Policy**

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### **Introduction**

Hockey is a team sport where the successes of one player impact and build up the whole team. The Rangers organization is also a team consisting of a variety gender- and age-based teams. One team's success builds up the whole organization.

The way we communicate within and outside of the Rangers organization has the potential to impact many others, especially through social media and other mass communication.

The following guidelines will help ensure that our communication has the most positive impact on the organization, teams, players, parents, coaches, and the sport. It will also assist the Communication Contact for each team in communicating news from their team. While most of the guidelines will apply to the Communication Coordinator on the Ranger Board and each team's Communication Contact, all players, parents, and coaches should keep these guidelines in mind when sharing information about their team.

### **Privacy**

The APHA Rangers organization is committed to the protection, privacy, and safety of all players, coaches, parents, and volunteers. For this reason, we are implementing the following:

- 1) Only first names will be used to identify players in public communication (i.e. website, social media, etc);
- 2) Personal information about players, coaches, and volunteers will not be made public except as required (contact lists for board members, full names of head coaches, etc.)
- 3) Parents not wanting their child's image used in electronic or print publications are required to submit an opt-out form to their team communication coordinator or team manager within the first three (3) weeks of the regular season.
- 4) The above limitations do not apply to the yearbook, which will contain each players photo, age group, and full name.

### **General Guidelines**

The following are best practices that apply to all communication, whether written, verbal, print, electronic, or social media.

- 1) All communication must comply with Canada's Anti-Spam Legislation (CASL).
- 2) Protection of private information is essential. No information about a player, parent, coach, board member, or volunteer may be disclosed through public channels without the consent of that person.

- 3) Information must not be transmitted before it is ready to be made public. This may include information such as: coaching selections, schedules, awards, budgets, etc. Final decision on the timing for distribution of information will be made by the head coach for team information, and the Ranger Board for organization information.
- 4) All copyright and other relevant laws must be followed. No copyrighted material may be shared without the written consent of the publisher or copyright holder.
- 5) All communication should be positive and focus on: respect for officials, teammates and others; pride in self-improvement through hard work and discipline; dignity; fellowship; and fun.

### **Printed Advertising and Announcements**

This may include newsletters, advertising, yearbook, etc.

- 1) All communication should include the team name, as well as the name of the organization: "APHA Rangers AA Hockey"
- 2) Information to be included must be given to the Communications Coordinator with adequate time to allow for editing and approval by the board (if required) prior to publication.

### **Email communication**

This section applies to email-specific communication, and may include: group email, individual email, forwards, email responses, etc. Board members may be reached by email at the addresses listed in the current Parents Guide.

- 1) Group emails should generally be sent using blind copy (bcc) or distribution lists in order to prevent unauthorized sharing of email addresses. Exceptions would include email discussions in which participants are asked to reply to all other recipients. \*\*Please note: at this time, emails sent through our registration software do not allow bcc.
- 2) Team's Communication Contacts must ensure that team emails are sent to all parents. Information should never be sent only to specific groups. In the case of players whose parents are separated or divorced, Communication Contacts need to verify which parent(s) should receive team information.

### **Website**

The APHA Rangers website is meant to be a resource for our players and parents, be our main registration portal, and to provide information to the community at large. Information should be easily accessible and highlight what the organization has to offer, and include information on upcoming events.

- 1) APHA Rangers has one official website: [www.apharangershockey.ca](http://www.apharangershockey.ca)

- 2) Content creators are responsible for submitting changes to website content, but the webmaster is solely responsible for updating (as applicable): website design; information; graphics; blog entries; calendar; links; etc.
- 3) Images and/or information of individuals or teams will be removed from the website at the request of any player, parent, coach, or board member.
- 4) Teams may submit information, images, stories, and updates at any time. However, approval and final editing will be at the discretion of content creators.
- 5) Where possible, APHA Rangers will provide opportunities for website visitors to connect or subscribe to various other communications through links and/or sign-up forms.

## **Social Media**

Social media has become one of the best ways to reach large groups of people quickly. It has also gone beyond just circulating information. Social media engages people in dialogue and offers an opportunity to connect with related groups.

Social media is one tool we can use to inform, engage, and connect team members. It can also help connect players, parents, coaches, and board members to the rest of the organization.

- 1) Social media communication must be:
  - a. In keeping with the principles and goals of the APHA Rangers program;
  - b. Open and offering ways for people to interact with content and opinions;
  - c. Consistent, credible, accurate, fair, and respectful. Communication that is inflammatory or disrespectful to referees, players, parents, coaches, or volunteers is strictly prohibited and will be promptly removed. Team Communication Contacts who violate this guideline may lose the privilege to communicate on behalf of their team on social media.
- 2) Who will post content:
  - a. Social media content may be generated or moderated by the APHA Rangers Communication Coordinator and by the Communications Contact from each team. Each may also communicate about the APHA ranger program using their personal social media accounts, however they should ensure respect for referees, players, parents, coaches, and volunteers.
  - b. All social media content generated by Communication Contacts should include their team name.
- 3) Content to be posted:
  - a. Examples of content are: final scores and/or game pictures; upcoming games; tournament results; playoff updates; community involvement; etc.
  - b. No offensive language or graphics are to be used. If sharing or linking to content with explicit language, a warning must be given by the person posting the link.
  - c. Content creators will post content on a regular basis to one or several social media channels. Content delivery should be spaced out so that it doesn't overwhelm recipients.

**Glossary of terms:**

**Communications:**

Any means of conveying APHA Ranger related information to members and others in the larger community

**Content creators:**

Communication Coordinator and Communication Contacts who have authority to create and/or respond to content on behalf of the organization.

**Social media:**

Refers to content that is posted to any number of social channels. This may be original posts and/or replies to other posts.

**Social channels:**

A social channel is any application, service, site, or distribution point for social media. At the time of this writing, social channels include YouTube, Facebook, Twitter, Instagram, Google+, APHA Rangers website, etc.

**Subscribers:**

Individuals and/or organizations who have subscribed to, or otherwise agreed to receive communication from APHA Rangers.

## **APPENDIX G:**

### **AA RANGER CONCUSSION PROTOCOL**

Once a concussion is suspected by a member of the Ranger Coaching Staff a player **MUST** go through the following protocol before returning to action. Note the affected player must get a note from a doctor to return to play even if they are not originally diagnosed with a concussion. See page 2 for clues that can indicate a possible concussion.

- 1) Once a concussion is diagnosed, the player will not be allowed any Ranger physical activity until 3 written clearances by a doctor, listed below. This includes light non-contact skating during practice and/or any light off ice physical activity.
- 2) Once a **doctor's note** has been provided to the coaching staff, the affected player will be allowed to take part in a non-contact practice or practices in full equipment.
- 3) If a player shows no symptoms after practice or practices, the player should return to the **doctor to get a note** that clears him/her for full contact. At this point the player will be allowed to participate in practices with full contact.
- 4) If the player shows no symptoms after full contact practice or practices, the player should return to the **doctor to get a note** that clears him/her to return to play in game situations. At this point the player will be allowed to return to game play.
- 5) If symptoms reappear at any time during the process, the player will return to step #1.

Note that the Ranger Program has an arrangement with the Pan Am Clinic Concussion Center at the MTS IcePlex. Ranger players can access this clinic once they receive a referral from their family doctor.

## 1) Visible Clues of Suspected Concussion

Any one or more of the following early visual clues can indicate a possible concussion:

- Loss of consciousness or responsiveness
- Lying motionless on ground
- Slow to get up or unsteady on feet
- Balance problems or falling over | Incoordination grabbing
- Clutching of head; Dazed, blank, or vacant look confused
- Not aware of plays or events

## 2) Signs and symptoms of suspected concussion

Presence of any one or more of the following signs & symptoms may suggest a concussion:

- |                         |                         |                            |
|-------------------------|-------------------------|----------------------------|
| • Loss of consciousness | • Drowsiness            | • Neck Pain                |
| • Headache              | • Pressure in head      | • 'Don't feel right'       |
| • Seizure or convulsion | • More emotional        | • Sensitivity to noise     |
| • Dizziness             | • Blurred vision        | • Feeling like 'in a fog'  |
| • Balance problems      | • Irritability          | • Difficulty remembering   |
| • Confusion             | • Sensitivity to light  | • Difficulty concentrating |
| • Nausea or vomiting    | • Sadness               |                            |
| • Feeling slowed down   | • Fatigue or low energy |                            |
|                         | • Nervous or anxious    |                            |

## 2) Memory function. Failure to answer any of these questions correctly may suggest a concussion:

- What venue are we at today?
- Which period is it now?
- Who scored last in this game?
- What team did you play last week | game?
- Did your team win the last game?