



Social Media Policy/Guidelines

Do No Harm

Internet social networking should do or cause no harm to the RYHA or any individual within and outside of the organization.

Content should pass the Publicity Test

If content is not acceptable for a face to face conversation, over the telephone, or in another medium, then it is not acceptable for a social networking site.

Be Aware of Liability

Be responsible for the user-generated content you publish. Be aware of copyright infringement, defamatory, proprietary, libelous, or obscene content.

Maintain Transparency

Do not blur the line between professional and personal business. Be thoughtful about your postings' content and potential audiences. Be clear that you are sharing your views as a representative of the RYHA.

Think Before You Post

Search engines can turn up posts and pictures years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post. Only post pictures the RYHA would be comfortable sharing with the general public.

Respect Your Audience

Do not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the community.

Correct Mistakes

If you're posting and an error is made, modify the post asap and make it clear that you have done so.

Protect Your Identity

Do not provide personal information such as, but not limited to, a home address or telephone number.

Use a Disclaimer

If you publish (personal opinion) content to the RYHA website or social media sites and or anything associated with the RYHA or its members, use this disclaimer: "The postings on this site are my own and do not represent the views and or opinions of the RYHA or its' Board Members."

Use of the RYHA Logo or Make Endorsements

Do not use the RYHA logo or images on your personal online sites. Do not use the RYHA name to promote or endorse any product, cause, or political party or candidate. The RYHA logo is the property of the RYHA and may not be used without the permission of the Board Of Directors.

Be Accurate

Post facts. Verify information. Cite and link to sources whenever possible.

SAFETY AND PRIVACY TIPS FOR SOCIAL MEDIA NETWORKING

The Internet is a worldwide audience. Follow recommended guidelines for the safe and confidential use of social media.

Staff/Players

Social Media 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.



MOBILE AND ELECTRONIC COMMUNICATIONS

Email, Text Messaging and Similar Electronic Communications Coaches, team managers and players may use email and text messaging to communicate. 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 any minor participant must include a copy to parents. Where possible, a coach should be provided and use the organization web site email center (the coach's return email address will contain "@organization.com") for all communications with the team and players. Request To Discontinue All Electronic Communications or Imagery with Athlete Following receipt of a written request by the parents of a minor player that their child not be contacted by any form of electronic communication by coaches or other adults, the local program, team, coaches and administrators shall immediately comply with such request without any repercussions for such request.

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