
**Policies & Procedures
of the
Vancouver Thunderbird
Minor Hockey Association**

P-15

COMMUNICATION AND SOCIAL MEDIA POLICY

Date Created:	October 2017	Revision No:	1
---------------	---------------------	--------------	---

The intent of the Vancouver Thunderbirds Hockey Communication & Social Media Policy is to direct team officials in regards to communication with their teams and to the use of social media in connection with any Vancouver Thunderbirds Hockey business, activities or events by players, parents, volunteers, coaches and other team officials, referees, employees and the directors, officers, committee members and other representatives of Vancouver Thunderbirds Hockey.

A. COMMUNICATIONS

Email is the current preferred method of electronic communication between team officials and players. It is recommended that team managers communicate scheduling, logistics and other team communications to their team through Vancouver Thunderbirds Hockey's team management platform.

When communicating electronically or on the telephone with players about any Vancouver Thunderbirds Hockey business, activities or events, including all hockey related matters, as well as scheduling and logistics, team officials must ensure that the player's parent or legal guardian is included in the communication as well as at least one other team official.

For clarity, no team official is permitted to communicate with any player via private message or any other one-on-one or direct electronic platform or social media.

It is strongly recommended that team officials do not communicate with players by text message. Any text message sent to a player by a team official must also be addressed and sent to the player's parent or legal guardian and at least one other team official. In urgent emergency situations only, it may be appropriate for players to communicate with team officials via text message for informational purposes only (i.e. player cannot make practice, player is sick). In this case it would be appropriate for a team official to confirm receipt of the text message, but not to engage in any conversation over the topic via text message.

Any telephone conversation between a team official and a player must include the player's parent or legal guardian as part of the conversation.

Team officials are only permitted to share contact information within the team or for Vancouver Thunderbirds Hockey/league purposes.

B. SOCIAL MEDIA

This policy provides guidance for the use of social media by Vancouver Thunderbirds Hockey players, parents, volunteers, coaches and other team officials, referees, employees and the directors, officers, committee members and other representatives of Vancouver Thunderbirds Hockey (collectively referred to herein as "**Users**"), which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

Social media sites and services include (but are not limited to):

- Social networks like **Twitter, Facebook and Snapchat**
- Online review websites like **Reevo** and **Trustpilot**
- Sharing and discussion sites like **Delicious** and **Reddit**
- Photographic social networks like **Flickr** and **Instagram**
- Question and answer social networks like **Quora** and **Yahoo Answers**
- Professional social networks like **LinkedIn** and **Sunzu**

The following principles apply to use of social media on behalf of Vancouver Thunderbirds Hockey as well as personal use of social media when referencing Vancouver Thunderbirds Hockey or any Vancouver Thunderbirds Hockey business, activities or events.

All Users should be aware of the effect their actions may have on their images, as well as Vancouver Thunderbirds Hockey's image, as posted or published information may be public information for a long time.

Best judgment should be used in ensuring that posted material is neither inappropriate nor harmful to Vancouver Thunderbirds Hockey, our Partners and all other Users.

Prohibited social media conduct includes posting commentary, content, or images that are defamatory, pornographic, proprietary, abusive, harassing, bullying or libelous.

While all Users are naturally free to express their political opinions, and engage in political activities to whatever extent they wish, it is very important that they do so only in their individual capacities and avoid even the appearance that they are speaking or acting for Vancouver Thunderbirds Hockey in political matters.

Users are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, Users should check with the Executive Director.

Users must get appropriate permission before referring to or posting images of other current or former Users.

No User may use Vancouver Thunderbirds Hockey's copyrights, copyrighted material, trademarks, service marks or other intellectual property without the express written permission of the President or the Executive Director.

It is highly recommended that team officials keep communications related to any Vancouver Thunderbirds Hockey business, activities or events on social media accounts that are separate from their personal accounts, if practical.

Knowingly breaching this policy is a serious matter. Users who do so may be subject to disciplinary action.