



## **HUDSON HOCKEY ASSOCIATION SOCIAL MEDIA ACCOUNTS**

Hudson Hockey Association utilizes X (Twitter), Instagram, and Facebook social media accounts to publicize official association content and to represent all association teams. The communications committee is in charge of managing all social media. No individual, team, or member may create or operate a social media account that represents HHA or any HHA team without prior approval from the Communications Committee.

### **Individual Teams:**

If desired, a team-specific social media account will be provided by HHA to a team designated volunteer to make updates and posts. The following rules must be followed when making posts for individual teams:

- All posts must be positive and encouraging. Things a team could post about include: upcoming tournaments, games, team bonding or volunteering the team has done.
- Do not give out personal information. No individual names can be used. When updating scores, it will not be listed who scored or had the assists.
- Use common sense when posting. If you are not sure whether a post or tweet is appropriate, err on the side of caution and do not post it. Profanity, vulgarity and sexual references are never appropriate to post.
- Do not engage with fans or players from other schools, associations or teams if they are making derogatory comments or posts. If you see posts that should be addressed, please partner with the HHA Secretary to further review.
- Be cautious when retweeting or reposting someone else's content. Such action can appear to be an endorsement of the message or promoting businesses. Accounts appropriate to share content from include but are not limited to: HHA, HHS Boys & Girls Hockey, USA Hockey, WAHA, or other official hockey accounts.
- Remember posts are public. They will be viewed and shared by others.

**Failure to follow these guidelines will result in the team's loss of being able to use individual social media accounts.**