

Wadena Hockey Club Social Media Policy and Guidelines

This policy applies to all volunteers and members of Wadena Hockey Club (WHC). Social media is the collective term referring to social and professional networking sites such as Facebook, Twitter, Instagram, Pinterest, Snapchat, YouTube and other similar online forums. The policy extends to all such sites and incorporates any future developments of such media. WHC will investigate breaches of this policy and retain the right to take disciplinary action, up to and including dismissal. All volunteers/members are prohibited from publishing information on any social media site, where such use has the potential to negatively affect WHC or its volunteers/members. Examples of such behavior include but are not limited to:

- Publishing material that is defamatory, abusive or offensive in relation to any WHC member, volunteer or the organization
- Publishing confidential, unreleased advertising or business-sensitive information about WHC
- Publishing material that may affect or damage the reputation or professional standing of WHC.

SOCIAL MEDIA GUIDELINES: WHC Public Relations will provide the singular voice to monitor, update and post on WHC Social Media pages. This is in compliance with WHC Bylaws.

FREQUENCY GOALS: Priority will be given to the posts that are most important to the growth of WHC. Social Media pages will be used as a source for community members to view WHC happenings. Examples are, but not limited to:

- Pictures of tournament/game wins
- Registration information
- Events at the arena that are open to the public
- Community events that WHC is participating in
- Awards that WHC has received (for example 'Grow the Game' Award)
- Help Wanted information (ex. coaches, refs)

Social Media pages will NOT include information that is intended for its members only. If WHC needs help with duties at the arena, events or has other needs from its members, that information will be sent out via Sportengine from Parent Directors.

Public Relations has the right to deny requests for posts if they feel the content could possibly do harm to WHC. If a request is questionable Public Relations will contact WHC President for clarification. Requests that are made for posting can be re-worded if the content is not suitable for the audience to which WHC presents to. Requests need to be made a minimum of 48 hours prior to the desired time frame of when the post should take place. Any requests made less than 48 hours in advance may or may not be posted depending on schedule and availability of those

posting. Comments within a post can be deleted without warning if the comment reflects poorly on WHC.

EVENTS: Events that are sponsored by WHC such as Blue Line Bids (BLB) and other events will have an event created for them on the social media pages. Events will not be created until they have board approval if needed.

TAGS: Wadena Hockey Club will not allow individuals to be tagged in their social media posts or sponsored events. This is put into place to respect individuals' privacy. WHC encourages its members to share WHC posts/events on their personal social media pages, if they choose to do so, to spread the information. Businesses/sponsors of events will be tagged only if written permission is given to WHC.

MINORS: Names of minors will be posted on social media pages only if the parent/guardian gives permission. Photos/videos of registered members will be posted on the website and social media pages per the Media Agreement