



Guelph Ringette Association

Policy: Social Media	Subject: Governance
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Social Media is a term used to refer to digital communication that takes place between people via the internet or through message systems on handheld devices. Social Media can provide the Guelph Ringette Association (GRA) and its respective teams with an opportunity to engage with the community promote the sport of ringette, interact with players, educate/inform members, celebrate initiatives, ask/answer questions, and connect resources with needs.

This policy covers, without limitation, blogs, social networking sites (i.e. Facebook & Twitter) and all handheld message systems (i.e. iMessage or Blackberry Messenger). GRA parents, players and volunteers (members) are subject to this policy and must follow the guidelines if they are to participate in social media.

Some teams may choose to set up their own social media 'group' to provide an environment for parents and players to communicate and share images, however these groups must be CLOSED, PRIVATE and *carefully* managed by team volunteers who will adhere to this policy, our **Privacy Policy**, as well as our **Code of Conduct**. This applies to blogs, social media sites (i.e. Facebook, Twitter, etc), and handheld applications such as *BlackBerry groups*.

The tone for posting all information regarding the GRA and its members/players should always be respectful. Teams are primarily composed of underage youth, therefore sensitivity must be considered. Should a negative comment be posted it is recommended that this posting be copied and sent to the attention of the GRA President. Negative behavior will be reviewed case-by-case and can lead to **removal** from the team.

Sharing of Information

The following information would be acceptable to share on social media platforms:

- GRA programs, events, and initiatives
- Team scores and accolades (i.e. live-tweets at games)
- Thanking a sponsor or volunteer
- Ringette information (i.e. stories, registration deadlines, tournament results, links of interest)
- Information relevant from partners (i.e. ORA, WRRL, CORL, Ringette Canada)
- Information that the GRA feels would be valuable to followers

Guidelines

Social media is organic and social in nature. General best practices are:

- Have a clear sense of personal responsibility.
- Do not write anything that does not align with the GRA's core values and remember to comply with our Code of Conduct and Privacy Policy.
- Be aware of your association with the GRA and your own online social networks, including your personal Facebook, Twitter, blog or other social media accounts.
- Ensure your profile and related content is consistent with the GRA values and how you would present yourself with colleagues, members, volunteers, parents and players of all ages.
- Promoting/soliciting personal business is not acceptable.
- Volunteers managing these sites have a unique responsibility. By virtue of their position, these individuals must consider whether personal thoughts they publish may be misunderstood as official GRA positions.
- Protect confidential and proprietary information related to the GRA, our families, our players, and our relationships with other community stakeholders. Do not report on conversations, decisions, or events that might be considered private or internal to the GRA. Do not discuss information that has not been made public.
- Cite and link to your sources. Respect all laws governing the use of copyrighted material.
- Obvious postings that are NOT acceptable: ethnic slurs, offensive or defamatory comments, personal insults, obscenities – keep it clean!

Social media is a medium used to communicate with people - not systems. People may form opinions about you personally and the organization you represent based on what you write and how you write it. As such, all forms of communication should adhere to the values of the GRA.

If you have further questions regarding this policy, please contact the Guelph Ringette Association President.