



Social Media & Media Policy

Intent

Red Circle Hockey Club ("the Club") uses photos, videos, names, and team information to celebrate player achievements, promote Club programs, and share positive community moments.

This policy explains how media is used, how names may be posted, expectations for families and volunteers, and how parents can manage their child's participation.

This policy works together with the Club's Privacy Policy and the Media & Photography Consent provided during registration.

Definitions

- **"Club"** – Refers to Red Circle Hockey Club, including its board members, convenors, coaches, team staff, volunteers, and authorized representatives.
- **"Members"** – Includes players, parents/guardians, coaches, assistant coaches, team officials, referees, timekeepers, convenors, board members, and volunteers.
- **"Media"** – Any photo, video, audio recording, graphic, written post, or digital content created by the Club or submitted to the Club for promotional or communication purposes.
- **"Official Platforms"** – Digital or print channels controlled by the Club, including the official website, email newsletters, printed materials, and authorized social media accounts (e.g., Facebook, Instagram, TikTok).
- **"Personal Information"** – As defined in the Red Circle Hockey Club Privacy Policy.
- **"Social Media"** – Public or semi-public online platforms used to share content, such as Facebook, Instagram, TikTok, YouTube or any future similar services.
- **"Media Consent"** – The permission provided by a parent/guardian during registration allowing the Club to capture and use images or recordings of a player for the purposes described in the Media & Photography Consent.
- **"Authorized Poster"** – Any individual explicitly approved by the Club to create or publish content on official Club platforms, including communications staff, board members, and designated team staff.
- **"Third Party"** – Any individual or organization outside the Club that may access posted content. This includes tournament organizers, opposing teams, local media outlets, or parents/guardians who share Club posts.
- **"Youth Participant"** – Any player registered in a Red Circle Hockey Club program during the current season.



Policy/Procedure

Where Media May Appear

With appropriate consent, player photos, videos, and names may be posted on:

- The official Red Circle Hockey Club website
- Official Club social media accounts (e.g., Facebook, Instagram, YouTube, TikTok, etc.)
- Email newsletters or digital communications
- Printed materials or promotional items
- Tournament or event highlights
- Score updates, team achievements, or announcements
- Third-party services used for official league or game operations, such as GameSheet, which may display player names for goals, assists, penalties etc and real-time game information.

The Club does not sell or provide images to unrelated third parties. Services such as GameSheet operate under their own privacy policies, and information displayed there is limited to standard game related data.

Types of Media That May Be Posted

Examples include:

- Team photos, group celebrations, medal presentations
- Game action shots or short video clips
- Practice footage or skill-development sessions
- Player achievements, milestones, or tournament highlights
- Coach or volunteer recognition posts
- General Club promotional materials

Images will always be respectful, age-appropriate, and aligned with the Club's values.

Who Controls Official Posts

Only authorized individuals may post on behalf of the Club:

- Board members
- Designated communications or media volunteers
- Team staff members approved by the Club

All posts made on official platforms must follow this policy.

Parent & Guardian Expectations

Parents and guardians using personal social media accounts are expected to:

- Post respectfully toward players, families, coaches, volunteers, and officials
- Avoid posting negative or harmful comments about referees, opposing teams, or Club decisions
- Avoid sharing sensitive player information (addresses, medical details, conflicts, etc.)
- Refrain from posting photos of children other than their own **without consent** from those families
- Not create unofficial "team social accounts" unless approved by the Club

Harassment, bullying, or targeting individuals online may result in disciplinary action under Club conduct rules.



Expectations for Coaches, Volunteers, and Team Staff

All team staff must:

- Follow this policy in all media-related activity
- Avoid posting photos or videos of players on personal accounts without parental permission
- Never engage in private messaging with players on any social platform
- Use only Club-approved channels for communication with parents
- Model positive online behaviour

Violation of these rules may result in removal from the team or Club.

Withdrawal of Consent

Parents may withdraw media consent at any time by contacting the Club in writing.

After withdrawal:

- The Club will stop using new images of the child
- The Club will remove images from active platforms where reasonably possible
- Posts already published may remain online, in printed materials, or in shared posts outside the Club's control
 - Example: tournament organizers resharing content, other parents reposting photos, etc.

Safety & Privacy Standards

The Club will **not**:

- Post compromising, embarrassing, or inappropriate images
- Share a player's personal details (address, phone number, health info, etc.)
- Tag players without parental consent
- Share private team issues or disciplinary incidents
- Allow comments that target, shame, or harass players or volunteers

Posts may be removed if they violate these standards.

Reporting Concerns

Parents may report concerns about posted content at any time. The Club will review the issue promptly and take appropriate action.