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# 4. Social Media + Online Communication Policy

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (*Insert Club Name*) understands that advancements of technology are enabling new forms of social interaction and social media is a popular communication tool for players, parents and coaches. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (*Insert Club Name*) is also aware that social media is a venue where inappropriate behavior and misconduct can occur. The following policies are meant to ensure the appropriate use of social media and online communication.

**Texting, Email and Similar Electronic Communications**

If it is necessary for a coach or staff member to send a direct text message or email to a player, the following guidelines must be followed:

* A parent (or guardian) must be copied
* It must be signed so it is clear as to whom or what organization is sending the message. Just using the number or email address for identification is not sufficient.
* It should be non-personal and for the purpose of communicating information about team activities
* It should never include or contain offensive, sexual or inappropriate language or photos
* The time of day and the number of messages sent should be considered
* Records should be kept of every coach’s current cell number and email accounts

When a player feels the need to text or email a coach or staff member, the following guidelines must be followed:

* + A parent (or guardian) must be copied
	+ It should be sent only with information regarding the organization or team or club activities

**Social Media (Facebook, Twitter, Blogs and Similar Sites)**

* Coaches are not to have contact with players on any social media site.
* Players are never to post pictures of other club members or players that can be hurtful or embarrassing or without their permission.
* The use of any device of recording or transmitting visual images is strictly prohibited in showers, restrooms, changing rooms or other areas where participants expect privacy.
* Protecting the identity and privacy of all \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (*Insert Club Name*) players is required.
* Do not post names, photos or identifying information at any time.
* Players and parents can “friend” the official \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (*Insert Club Name*) page and coaches can communicate to players through the site. The communication must be open, transparent and professional in nature and for the purpose of communicating information about the team or club activities.
* Social media sites should not be used to abuse or criticize the organization, members or players.

# 5. Personal Information Protection Policy

**Name of Club**

**Personal Information Protection Policy**

\_\_\_\_\_\_\_\_\_\_\_\_\_ (*Insert Club Name)* is committed to safeguarding the personal information entrusted to us by our. This privacy statement outlines the practices we follow in protecting personal information.

This privacy statement applies to \_\_\_\_\_\_\_\_\_\_\_\_\_ (*Insert Club Name)* and to any person providing services on our behalf. A copy of this privacy statement is provided to any member on request.

**What is personal information?**

Personal information means information about an identifiable individual. This includes an individual’s name, home address and phone number, age, sex, marital or family status, an identifying number, financial information, educational history, etc.

**What personal information do we collect?**

We collect only the personal information that we need for the purposes of providing services to our members, including personal information needed for communication, promotion, and risk management.

We normally collect member information directly from our members. We may collect your information from other persons with your consent or as authorized by law.

We inform our members, before or at the time of collecting personal information, of the purposes for which we are collecting the information. The only time we don’t provide this notification is when a member volunteers information for an obvious purpose (Ex. producing a credit card to pay a membership fee when the information will be used only to process the payment).

**How do we safeguard personal information?**

We make every reasonable effort to ensure that personal information is accurate and complete. We rely on individuals to notify us if there is a change to their personal information that may affect their relationship with \_\_\_\_\_\_\_\_\_\_\_\_\_ (*Insert Club Name)*. If you are aware of an error in our information about you, please let us know and we will correct it on request wherever possible. In some cases we may ask for a written request for correction.

We protect personal information in a manner appropriate for the sensitivity of the information. We make every reasonable effort to prevent any loss, misuse, disclosure or modification of personal information, as well as any unauthorized access to personal information.

We use appropriate security measures when destroying personal information, including shredding paper records and permanently deleting electronic records.

**Questions and complaints**

If you have a question or concern about any collection, use or disclosure of personal information by \_\_\_\_\_\_\_\_\_\_\_\_\_ (*Insert Club Name) ,* or about a request for access to your own personal information, please contact \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (*Insert Club Contact Name*).

**Resources:**

* <http://servicealberta.ca/pipa/documents/npworkbook.pdf>
* Build a Privacy Plan: <http://www.priv.gc.ca/resource/tool-outil/english/index.asp?a=regintro>