

# Marathon County Youth Hockey Social Media Policy

The Marathon County Youth Hockey (“WarJacks”) understands that social media and electronic communications can be a fun and rewarding way to share your life and opinions with family, friends, and co-workers around the world. However, use of social media and electronic communications also presents certain risks and carries with it certain responsibilities. As such, the WarJacks have put together a policy and guidelines for appropriate use of online media and electronic communications. This policy applies to all members of the WarJacks organization: players, parents, and coaches. Social media and electronic communications can take on many different forms, including but not limited to: internet forums, blogs & microblogs, online profiles, wikis, podcasts, pictures and video, email, instant messaging, music-sharing, personal websites, social networking or affinity web sites, and web bulletin boards or chat rooms, just to name a few. We believe social media and electronic communication is an integral part of society. While we encourage this online collaboration, we would like to provide you with our policy and guidelines for appropriate online conduct, and to avoid the misuse of this media.

## Policy Guidelines

1. Always be fair and respectful in your communications about current, former, and potential WarJacks teammates, coaches, and parents, as well as other youth hockey teams, players, coaches, and parents.
2. Never post any information or rumors you know to be false about the WarJacks, WarJacks members, youth hockey players, or coaches.
3. Avoid using statements, photographs, video, or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparages youth hockey players, parents, or coaches, or that might constitute harassment or bullying.
4. Do not use any recording device, camera, or video camera in the locker rooms.
5. Before posting or sharing pictures or videos of WarJacks players, coaches, or families, please get permission from them, and if a minor, get permission from their parents.
6. When using social media, express only your personal opinions. Never represent yourself as a spokesperson for the WarJacks. Do not use “Wausau WarJacks” as part of your user ID, nickname, screen name, or other ID for any social media application or site unless you have express consent from the WarJacks Communication Director.
7. When posting items related to the WarJacks, do not infringe on copyrights, trademarks, or other intellectual property rights. Don’t use images without permission and remember to cite where you saw information if it’s not your own thoughts.
8. Be aware that you are solely responsible for the content you post and that information remains in cyberspace indefinitely. Comments and postings cannot be easily retracted. Before creating online content, consider some of the risks and rewards that are involved.
9. Be aware that you are not anonymous when you make online comments. Even if you post anonymously or under a pseudonym, your identity can still be revealed.

10. Coaches and players may use e-mail and text messaging to communicate. All e-mail and text message content between coach and player must be non-personal in nature and for the purpose of communicating information about team activities.
11. E-Mails and text messages from a coach to any youth player must include a copy to parents. Coaches and players must follow common sense guidelines regarding the volume and time of day of any allowed electronic communication.
12. Following any written request by the parents or legal guardians of a youth player that their child not be contacted by any form of electronic communication by coaches or other WarJacks members, the organization and coaches shall immediately comply with such request without any repercussions for such request.

If you become aware of any violations of this policy, or if you become aware of unfavorable opinions or negative/inappropriate comments, pictures, or videos related to the WarJacks organization or WarJacks members, do not send a reply that will escalate the situation. Instead, forward this information to the WarJacks Communication Director.

WarJacks Members who violate this Policy and Guidelines may be subject to disciplinary action at the discretion of the Marathon County Youth Hockey Board of Directors, up to and including termination of membership. If you have any questions about this Policy and Guidelines, please contact the WarJacks Communication Director.

I have read and understood the Marathon County Youth Hockey Social Media Policy and Guidelines:

Parent/Coach Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Player Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please make a copy of this for your records, and return the signed copy to your Team Manager who will forward to Team Manager Coordinator.