



Ames Minor Hockey Association

Social Media and Video Policy

Mission Statement:

To positively engage local youth in the fundamentals of hockey through Sportsmanship, Teamwork & Character Development.

Applicability:

This Social Media Policy applies to all Board members, executive directors, sport coordinators, committee members, coaches, members, players and volunteers (AMHA Members). This Social Media Policy applies to all social media content posted by AMHA Members in their professional and personal capacity to the extent such content is related to AMHA. This includes but is not limited to YouTube streaming, Facebook content, X (Formerly Twitter), Snapchat, Website posting, Video Commentary.

Aspirations:

AMHA strives to create a positive and inclusive organization that is dedicated to helping young hockey players reach their potential. Furthermore, AMHA aspires to engage members of the Central Iowa community in positive, honest, transparent, and knowledgeable dialogue about AMHA through social media. AMHA views social media as an important tool for communicating its successes and opportunities for individual and team hockey development.

Guidelines:

All AMHA Members shall abide by the following guidelines when using social media:

1. Be positive, respectful and polite when engaging in social media. When disagreeing with others' opinions, remain appropriate and polite. If you find yourself in a situation online that is becoming antagonistic, ask the AMHA Board of Directors or your team manager for advice on how to disengage from the dialogue in a polite and respectful manner that reflects well on AMHA.
2. Do not post content that would harm AMHA or damage AMHA's reputation. Remember that even while you are on your own personal time, you are a representative of AMHA, and people may interpret your online postings or social interactions as though they were official AMHA statements.
3. Use good judgement when posting comments on any official AMHA sites. Bear in mind that your comments can create liability for AMHA. If you are unsure whether a comment is appropriate to post, either do not post it or obtain approval from the Board of Directors.
4. Be smart about what you publish. Once something is posted, it exists online forever. Almost all games are being videoed by someone. Remind yourself that any comments, verbal altercations, yelling, cheering are likely to be recorded in some manner.
5. Video Streaming:
 - a. Members are to remain positive and respectful of all players, fans, coaches, refs as they provide commentary of games.



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- b. Members are encouraged to utilize the official YouTube Channel “AMES HOCKEY NETWORK” to stream all games. When not applicable, members are encouraged to stream using other platforms.
 - c. No slander, ill reference, negative commentary of any kind towards any player, coach, ref, spectators, AMHA, opponent will be allowed at any time.
6. Encourage others to engage in positive interactions on social media. If you are concerned about any AMHA Member’s use of social media, please bring your concerns to the attention of your Team Manager, SafeSport Coordinator or a member of the Board of Directors.
7. If you witness any behavior that is seen as negative, disrespectful, slandering or harmful to the reputation of AMHA or one of its members, it is your responsibility to report immediately.

Violations of the Social Media Policy:

The AMHA Board of Directors shall have the authority to monitor and enforce this Social Media Policy. The AMHA Board of Directors, and any individual appointed by the Board of Directors, shall have the authority to remove any inappropriate or offensive comments from official AMHA sites and to block any individual or organization from posting on any official AMHA social media platform if they determine, in their sole discretion, that such removal or block is in the best interests of AMHA.

The failure of any AMHA Member to adhere to this Social Media Policy shall be considered a violation of the AMHA Code of Conduct, and any AMHA Member who fails to adhere to this Social Media Policy shall be subject to disciplinary action, up to and including termination of such individual’s involvement in AMHA, in accordance with AMHA and USA Hockey Bylaws.