



Vancouver Female Ice Hockey Association

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COMMUNICATION POLICY

The intent of the Vancouver Female Ice Hockey Association (VFIHA) Communication & Social Media Policy is to direct team officials in regards to communication with their teams and to the use of social media in connection with any VFIHA business, activities or events by players, parents, volunteers, coaches and other team officials, referees, employees and the directors, officers, committee members and other representatives of VFIHA. Vancouver Female Ice Hockey Association, Vancouver Female Hockey, Van Female shall be referred to as VFIHA herein.

Communications

Email is the current preferred method of electronic communication between team officials and players. It is recommended that team managers communicate scheduling, logistics and other team communications to their team through VFIHA's team management platform.

When communicating electronically or on the telephone with players about any VFIHA business, activities or events, including all hockey related matters, as well as scheduling and logistics, team officials must ensure that the player's parent or legal guardian is included in the communication as well as at least one other team official.

It is strongly recommended that team officials do not communicate with players by text message and that if they must do so for emergency or informational purposes, they include the player's parent or legal guardian and one other team official in the conversation.

Team officials are not permitted to communicate with players via social media sites and services (defined below).

Team officials are only permitted to share their contact information within the team for VFIHA/PCAHA purposes.

Third Party Advertising

Third Party is defined as a person, organization, or business that is external to VFIHA.

A Third Party may be affiliated to VFIHA through personal connections to VFIHA members, but the actual person, organization, or business is not owned or managed by VFIHA.

No member, coaching staff, volunteer, director, or paid contractor is permitted to promote third parties to VFIHA members without prior permission by the President or Vice President.



This includes in-person communication, along with email, social media, flyers, or other electronic communication.

Social Media

This policy provides guidance for the use of social media by VFIHA players, parents, volunteers, coaches and other team officials, referees, employees and the directors, officers, committee members and other representatives of VFIHA (collectively referred to herein as "**Users**"), which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

Social media sites and services include (but are not limited to):

- Social networks like **Twitter, Facebook, Instagram and Snapchat**
- Online review websites like **Reevoo** and **Trustpilot**
- Sharing and discussion sites like **Delicious** and **Reddit**
- Photographic social networks like **Flickr, Instagram and Tik Tok**
- Question and answer social networks like **Quora** and **Yahoo Answers**
- Professional social networks like **LinkedIn** and **Sunzu**

The following principles apply to use of social media on behalf of VFIHA as well as personal use of social media when referencing VFIHA or any VFIHA business, activities or events.

All Users should be aware of the effect their actions may have on their images, as well as VFIHA's image, as posted or published information may be public information for a long time.

Best judgment should be used in ensuring that posted material is neither inappropriate nor harmful to VFIHA, our Partners, and all other Users.

Prohibited social media conduct includes posting commentary, content, or images that are defamatory, pornographic, proprietary, abusive, harassing, bullying or libelous.

While all Users are naturally free to express their political opinions and engage in political activities to whatever extent they wish, it is very important that they do so only in their individual capacities and avoid even the appearance that they are speaking or acting for VFIHA in political matters.

Users are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, Users should check with the President or Vice President.

Users must get appropriate permission before referring to or posting images of other current or former Users.

No User may use VFIHA's copyrights, copyrighted material, trademarks, service marks or other



intellectual property without the express written permission of the President or Vice President.

It is highly recommended that team officials keep communications related to any VFIHA business, activities or events on social media accounts that are separate from their personal accounts, if practical.

As VFIHA is a minor sport organization, privacy of minors should be taken into account. If pictures of players are posted publicly, care must be taken to not fully identify those players. Use first names or initials when posting publicly, whenever possible.

Knowingly breaching this policy is a serious matter. Users who do so may be subject to disciplinary action.