



Chesapeake Wild Hockey Club

2015-2016 SOCIAL MEDIA POLICY

POLICY

This policy provides guidance for the Chesapeake Wild Hockey Club (CWHC) Board of Directors, Committee Members, and Coaching Staff [herein referred to as MEMBERS] for use of social media platforms to publish content representing CWHC, 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.

PROCEDURES

The following principles apply to professional use of social media on behalf of CWHC, as well as personal use of social media when referencing CWHC activities:

- MEMBERS need to know and adhere to the CWHC Social Media Policy when using social media in reference to CWHC.
- MEMBERS should be aware of the effect their actions may have on their images and on the image of CWHC. The information that MEMBERS post or publish may be public information for a long time.
- MEMBERS should use their best judgment in posting material that is neither inappropriate nor harmful to CWHC, its MEMBERS, players, or families of players.

Although not an exclusive list, some specific examples of prohibited social media conduct include the following:

- Posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, or libelous or that can create a hostile environment.
- MEMBERS 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, MEMBERS should check with an executive member of the CWHC Board of Directors.

Social media networks, blogs, and other types of online content sometimes generate press and media attention or legal questions. MEMBERS should refer these inquiries to authorized CWHC spokespersons.



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If MEMBERS find or encounter a situation while using social media that threatens to become antagonistic, MEMBERS should disengage from the dialog in a polite manner and seek the advice of a member of the CWHC Board of Directors.

MEMBERS should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks, or other intellectual property.

It is highly recommended that MEMBERS keep CWHC-related social media accounts separate from personal accounts, if practical.