



Chatham Kent Girls Hockey Association Social Media and Website Policy

1. Purpose

This policy outlines the expectations and responsibilities regarding the use of social media and online platforms by CKGHA members, including coaches, staff, volunteers, athletes, and parents. It aims to:

- Protect the privacy and safety of youth athletes
- Ensure compliance with Ontario laws and regulations
- Promote respectful and responsible online behavior

2. Scope

This policy applies to all social media platforms, including, but not limited to:

- Facebook
- Instagram
- X (Twitter)
- TikTok
- YouTube
- Snapchat
- Team websites or blogs



3. Privacy and Confidentiality

3.1 Personal Information

- **FULL NAMES OF ATHLETES SHALL NOT BE POSTED ON ANY SOCIAL MEDIA PLATFORM**
- If posting names, you must use the 1st initial and last name
- Images of athletes may only be posted with prior written consent from a parent or legal guardian
- Any identifiable personal information (e.g., date of birth, address, school name) must not be shared

3.2 Legal Compliance

This policy aligns with:

- Part X of the Child, Youth and Family Services Act (CYFSA), 2017
- The Protection of Personal Information and Electronic Documents Act (PIPEDA)

4. Consent for Media Use

- Written consent must be obtained from a parent/guardian before posting any photo or video of an athlete
- Consent forms must specify the platforms and duration of use
- Athletes and families may withdraw consent at any time, and CKGHA will promptly remove the content

5. Safety and Respect Online

5.1 Athlete-Coach Boundaries

- Coaches and staff must not "friend" or follow athletes on personal social media accounts unless initiated by the athlete and approved by the association
- Team communication should occur through official channels (e.g., email, team apps) and not rely solely on social media

5.2 Monitoring and Enforcement

- CKGHA reserves the right to monitor public social media activity related to the association
- Any inappropriate, harassing, or unsafe content will be addressed under the association's Code of Conduct and may result in disciplinary action

6. Prohibited Content

The following are strictly prohibited on CKGHA-affiliated social media:

- **Sharing of athletes' full names or personal identifiers**
- Posting without consent
- Bullying, harassment, or discriminatory remarks
- Sharing confidential team matters (e.g., selection decisions, injuries)

7. Reporting and Complaints

- Concerns about social media content should be reported to the CKGHA Social Media Officer
- Complaints will be handled in accordance with the CKGHA Discipline and Complaints Policy

8. Review and Updates

This policy will be reviewed annually and updated as needed to reflect changes in legislation, technology, and best practices.