



# FIELD HOCKEY CANADA

<b>Policy Name</b> <b>EMAIL, WEBSITE AND SOCIAL MEDIA POLICY</b>		<b>Policy Category</b> <b>OPERATIONS</b>
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# FIELD HOCKEY CANADA

## 1. PURPOSE

Field Hockey Canada (FHC) uses email, websites and social media to convey key messages and provide news about the organization's programs, services, events and results and information about how FHC fulfills its mission. The ***Email, Website and Social Media Policy*** provides direction for the use of these public platforms.

FHC's brand belongs to Field Hockey Canada. Email, the FHC website and social media channels are critically important vehicles for promotion of the sport, the corporation and all of its programs.

## 2. PRINCIPLES

FHC supports the following principles in the use of email, the website and social media in the sport and on behalf of the corporation. For safe and effective online engagement with FHC Members, Registered Participants and the public, FHC email, website and social media content will:

- a. always be used in a professional, supportive and meaningful manner;
- b. respect privacy, copyright laws and fair use of content;
- c. be transparent about who a message is coming from;
- d. espouse the FHC values and vision.

## 3. APPLICATION

The policy applies to all email, websites and social media content produced and/or published by FHC.

The policy also applies to email, website and social media content produced or published by or on behalf of Members and Registered Participants of FHC, including athletes, coaches, officials, team support staff and managers, committees, Directors and other volunteers, as well as employees and contractors, as email and social media content may positively or negatively reflect on FHC, its reputation and integrity, whether or not the content confirms or alludes to any relationship between FHC and the content creator or publisher.

## 4. DEFINITION

**Email** - messages distributed by electronic means from one computer user to one or more recipients via a network.

**Website** - a connected group of pages on the World Wide Web regarded as a single entity, usually maintained by one person or organization and devoted to a single topic or several closely related topics.

**Social Media** - a digital tool (application) that allows users to create and share content with the public through social networks and media networks. Examples include Facebook, Twitter, Instagram and YouTube.



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### 5. FIELD HOCKEY CANADA'S USE OF EMAIL

Email is a critical tool for FHC, through its volunteers and employees, to communicate quickly and inexpensively both within and outside of the organization. In support of the principles in this policy, email use within Field Hockey Canada will follow these rules:

- a. if assigned, employees, Directors and Committee Chairs will use the Field Hockey Canada email addresses for Field Hockey Canada business;
- b. other volunteers may request an FHC email address if the volume or content of their communication for FHC warrants it. The FHC CEO will decide to grant or not grant the request.
- c. the content and tone of all emails must adhere to the FHC **Code of Conduct**;
- d. emails should be replied to in a timely manner;
- e. personal emails to or from the assigned FHC email address should be limited;
- f. at no time can the FHC email address be used to convey any illegal content, offensive information or discuss illegal activities;
- g. encryption of any FHC email addresses or messages are not allowed unless authorized by the CEO or Chair;
- h. emails sent from or received by an FHC email address will remain on FHC servers;
- i. attachments from unknown senders should not be opened. Contact FHC if a suspicious attachment is received.

Field Hockey Canada has access to all FHC email accounts and may monitor their use and content from time to time.

### 6. FIELD HOCKEY CANADA'S USE OF THE WEBSITE AND SOCIAL MEDIA

The FHC website content and use of social media use has expanded exponentially and provided Field Hockey Canada with communication opportunities in real time, across a wide range of topics and benefitting a large number of readers.

#### 6.1 Website and Social Media Content

Through the FHC website and all FHC social media accounts, FHC will:

- a. always be positive and supportive in messaging about FHC's Member Associations and Registered Participants, Partner Agencies, sponsors and other individuals or businesses with whom FHC interacts;
- b. update social media accounts and the FHC website in a timely fashion;
- c. limit the creation and posting of content for FHC's social media accounts to authorized employees or volunteers. These individuals should also confirm that they have read and understood these policies.
- d. restrict access to FHC's social media accounts passwords;
- e. ensure that appropriate permission has been granted before personal information about any individual, including photographs, is posted on the FHC website or social media platforms;
- f. ensure compliance with the FHC **Official Languages Policy** regarding website and social media content;



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- g. be cognizant of the rules of the Canada Revenue Agency regarding Registered Charities and ensure compliance with the Income Tax Act;
- h. ensure that published information is not released before authorized, based on FHC's confidentiality rules.

### **6.2 FHC Individual Program Social Media**

Individual FHC programs such as the Officials Program or the National Teams Program may request permission to set up a social media account to promote program activities and opportunities. FHC owns all FHC branding and FHC program content.

FHC programs must obtain permission from the FHC CEO prior to setting up any FHC program social media account. FHC program social media accounts established prior to March 31, 2021 must request and receive permission from the FHC CEO to continue to use the FHC brand and program content information.

FHC programs must comply with the regulations listed in 6.1 Website and Social Media Content for all individual FHC program social media accounts.

FHC's CEO or designate will retain co-administrative rights for all FHC accounts, even if the accounts may be managed daily by individuals, teams or others.

### **6.3. Monitoring FHC Social Media**

FHC will monitor comments and postings made to FHC social media accounts and will remove any post or comment from FHC social media accounts that are disrespectful, misleading or inappropriately identifies a person without their consent.

## **7. MEMBER AND REGISTERED PARTICIPANT USE OF EMAIL AND SOCIAL MEDIA**

Field hockey participants have stories to tell, accomplishments to celebrate and opinions to give about the game, their experiences and the organizations with which they are involved. Member Associations and Registered Participants of FHC should always be respectful in their comments and sharing information through email, websites and social media.

Participants should:

- a. understand that they are personally responsible for content published on their website, social media accounts and through their email;
- b. respect the privacy of other field hockey participants. Ask before you post photos or information that may identify someone or be personal in nature;
- c. Members, national team athletes, coaches, officials or volunteers may be privy to information that is confidential due to roles they have in FHC. Respect that confidentiality until information is officially released by FHC;
- d. never provide or distribute opinions of a derogatory nature about FHC, a Member Association or a participant through a Member website, email or social media account, or through a personal



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email or social media account. This does not limit criticism, but directs that comments be respectful and constructive;

- e. not use their personal email, internet or social media accounts for any topic or other use in such a way that will or may cause a negative perception of FHC, Member Associations, individual participants or associated persons.

Inappropriate behaviour by a Member or Registered Participant through email, websites or social media accounts may lead to action under the FHC ***Complaints and Discipline Policy***.