



Social Media Policy

CALGARY ROYALS ATHLETIC ASSOCIATION

Updated September 2026

Purpose

The purpose of this social media policy is to establish guidelines for the appropriate and responsible use of social media platforms by members, players, coaches, volunteers, and stakeholders associated with the Calgary Royals Athletic Association (CRAA). Individuals subject to this policy who fail to adhere to this Social Media Policy are considered in violation of the CRAA Code of Conduct and shall be subject to investigation and potential disciplinary action.

For the purposes of this policy, these persons are collectively referred to as “individuals subject to this policy.”

This policy aims to ensure the safety, well-being, and positive reputation of the organization and its participants while promoting respectful online interactions.

Scope

This policy applies to all individuals involved in the activities of CRAA, including but not limited to CRAA Members, players, coaches, volunteers, parents, officials, and staff. It encompasses all forms of social media, including websites, blogs, social networking sites, messaging apps, forums, and any other online platforms and online channels.

This policy does not govern personal social media use that is unrelated to CRAA and makes no reference to the organization, its members, teams, services, events, sponsors, or reputation. However, personal social media activity that has a reasonable connection to CRAA, its activities, participants, or an individual's CRAA role may still be addressed under other applicable policies, rules, or regulations.

CRAA Approach

Official CRAA social media accounts are managed exclusively by the Social Media Coordinators and Committee. These channels are used to:

- Communicate important dates and events to members.
- Celebrate team and individual achievements, including alumni successes.
- Build and maintain a strong sense of community among CRAA members.

The creation of any official or unofficial CRAA-related social media presence using CRAA trademarks, logos, slogans, or imagery requires prior approval from the CRAA Board. No individual may represent or speak on behalf of CRAA without official authorization.

Policy Statement

For the purpose of this policy, social media encompasses all publicly available online media and communications platforms. This includes internal and external websites, blogs, online social networks, wikis, video and photo sharing sites, as well as other forms of personal online publishing and discourse. Additionally, policies regarding text messaging, email, and individual telephonic communications are covered under this policy.

CRAA recognizes the value of social media as a communication and community-building tool but also acknowledges the potential risks. Members are expected to use social media in a respectful, responsible, and safe manner that reflects positively on CRAA.

CRAA is committed to promoting respectful behavior and conduct both on and off the ice. We strive to eliminate all forms of social media misconduct, including discrimination, harassment, bullying, or offensive language based on race, ethnicity, gender, religion, age, disability, or any other characteristic protected by law.

Prohibited Conduct

Prohibited conduct includes, but is not limited to:

1. Bullying, harassment, intimidation, or threats of any kind.
2. Capturing or sharing media from dressing rooms in any form.
3. Posting content that promotes violence, illegal activities, discrimination, or other harmful behaviour (including drugs, alcohol abuse, underage drinking, public intoxication, or sexual exploitation).
4. Making derogatory or defamatory remarks toward individuals, groups, referees, league officials, opposing teams, coaches, or fans.
5. Sharing confidential, proprietary or sensitive information about CRAA members, players, or operations.
6. Engaging in social media activity that contradicts CRAA policies.
7. Publishing photos or personal information of CRAA members, volunteers, staff, coaches or team staff without consent.
8. players, coaches, or spectators with any form of harassment, bullying, or threats against the team or individuals associated with the team.
9. Do not publish pictures or personal information about players, CRAA Members, or team staff without their prior consent.

Online conduct may also constitute maltreatment, harassment, or other prohibited behaviour under applicable CRAA, league, Hockey Calgary, Hockey Alberta, or Hockey Canada policies and may be addressed under those policies in addition to this policy.

If an error is made when posting, acknowledge and correct it promptly. If a post is challenged (e.g., for copyright or defamation), address it quickly and seek legal guidance if needed. CRAA prefers to educate and guide individuals toward positive online habits, but disciplinary action may be taken

when necessary. Depending on the nature of the infraction, discipline may be assigned based on the CRAA Discipline Policy, or the incident may be reported to the Calgary Police Service or other authorities.

When using social media and networking mediums, in circumstances where their CRAA affiliation is identifiable or the content relates to CRAA, individuals should consider how their conduct may reasonably be perceived in connection with the organization and remain solely responsible for comments and content they publish on public platforms.

CRAA social media platforms should not be used by any CRAA member for personal gain or to the disadvantage of others.

Process and Procedure

The policy outlines behavior over social media that may result in disciplinary action by CRAA at the discretion of the Disciplinary Committee. In addition to the CRAA Social Media Rules set out above, teams may establish team specific rules for social media, provided the rules do not deviate from the CRAA Social Media Policy.

CRAA Directors shall have the authority to monitor and enforce this Social Media Policy. CRAA Directors, Social Media Coordinators, and Administrator shall have the authority to remove any inappropriate or offensive comments from official CRAA sites and to block any individual or organization from posting on any official CRAA social media platform where reasonably necessary to protect participants, CRAA or its online communities.

The failure of any CRAA player or member to adhere to this Social Media Policy shall be considered in violation of the CRAA Code of Conduct and shall be subject to investigation and potential disciplinary action, as per the CRAA Discipline Policy.

Reporting Process

Members are encouraged to follow this process when addressing social media misconduct:

1. Screenshot and save the post or content as evidence.
2. Do not engage with or escalate potentially abusive, threatening, or harmful online conduct.
3. If there is an immediate safety concern, contact the appropriate emergency or law-enforcement authority.
4. Avoid further engagement and preserve relevant evidence.
5. Submit the evidence to the appropriate CRAA authority for review.

Retaliation against any individual who, in good faith, reports a potential violation of this policy or participates in an investigation is prohibited.

Interaction Guidelines

Between Teammates

- Parents must be aware of any team group chats and have access for periodic review.

- All team members must be invited to participate; respect the choice of those who decline.
- Avoid discussing non-participants in the chat.
- Keep all communication respectful and appropriate for a team setting.

Between Players, Coaches, and Team Volunteers

- Social media interaction between adults and minor participants should occur only on official team platforms.
- Communication outside these platforms should be limited to logistics (e.g., schedules, cancellations) and include another adult whenever possible.
- Coaches and team officials should copy a parent or guardian on all texts and emails to minor participants.
- Private, one-on-one direct messaging through social media platforms is prohibited. These communication expectations are subject to any stricter requirements established by CRAA's governing bodies or applicable Safe Sport policies.

Content Approval

Third-Party Content and Implied Endorsement

Content shared, reposted, linked to, quoted, or otherwise amplified through an official CRAA social media account may be perceived as an endorsement by CRAA. Before sharing third-party content, reasonable steps should be taken to verify the source, accuracy, and appropriateness of the content and to consider whether it aligns with CRAA policies, values, governing-body requirements, and organizational interests.

Player Rankings, Scouting and Evaluations

CRAA will not publish, repost, or endorse unofficial player rankings, scouting reports, prospect evaluations, or similar content from third-party sources unless the content has been reviewed and approved through the Content Approval process. This includes content generated or substantially informed by artificial intelligence or automated scouting tools.

Leagues, Programs and Pathways

Official CRAA accounts should not promote or endorse leagues, programs, camps, tryouts, or pathways that conflict with the policies, regulations, or recognized pathways of CRAA or its applicable governing bodies without prior approval.

Commercial Interests and Conflicts of Interest

Content that promotes or could be perceived as endorsing private coaches or trainers, agents or advisors, scouting services, camps, businesses, products, services, sponsors, or non-sponsors requires approval through the Content Approval process.

When in doubt, do not post, share, or repost content until written approval has been obtained.

There is an approval process for posts or stories that could present a conflict of interest, imply an organizational endorsement, involve player rankings or evaluations, or otherwise require additional consideration.

If there is content that falls into the above categories, or content that you are unsure of, please seek written approval from any one of the following designated approvers:

1. Social Media and Marketing Director
2. VP, Hockey Operations
3. VP, Administration and Off-Ice

Account Administration and Security

Official CRAA social media account credentials and administrative access must remain under CRAA control. Access is limited to authorized individuals and must be removed promptly when an individual leaves or changes a role that no longer requires access.

Content Removal and Discipline

Removal of content, restriction of account access, or blocking an account for moderation purposes does not constitute a disciplinary finding. Any disciplinary matter will be addressed in accordance with the CRAA Discipline Policy and applicable procedures.

