

Social Media/Website Policy for the Hockey Association

Purpose:

To guide the use of social media/website by Alexandria Area Hockey Association (AAHA) and ensure consistent, respectful, and effective communication.

Guidelines:

1. Content Posting:

- **Official Announcements:** Only designated personnel may post official announcements, updates, or important news related to the teams and events.
- **Team Highlights:** Celebrate achievements, team milestones, and game results. Include photos and videos when possible. Tier 1 and MN Hockey achievements will also be recognized as provided.
- **Fundraisers and Events:** Promote all AAHA and AAHS Hockey Boys & Girls fundraisers and events. Ensure all posts are timely and include relevant details (dates, times, locations).

2. Business Promotions:

- **Official Sponsors:** Only businesses that are official sponsors of the association may be promoted on AAHA social media and website platforms. Posts should highlight their support and partnerships, link to their website, as well as logo placement on the sponsor page.
- **Non-Sponsors:** AAHA is committed to maintaining the integrity of its brand and the trust of its existing sponsors. Therefore, AAHA does not endorse, promote, or provide advertising for any non-sponsor businesses.

3. Community Engagement:

- **Positive Interaction:** Encourage positive interactions with followers. Respond to comments and messages in a timely manner. Remove negative comments as necessary and when possible.
- **Respect and Decorum:** Maintain a respectful tone in all communications. Avoid engaging in disputes or negative discussions.

4. Privacy and Security:

- **Personal Information:** Do not share personal information about players, families, or coaches without consent. Respect privacy at all times.

5. Crisis Management:

- In the event of a crisis or negative incident, direct all inquiries to the designated spokesperson. Avoid posting unofficial statements or rumors.

6. Monitoring and Compliance:

- The association will regularly review social media activity to ensure adherence to this policy. Non-compliance may result in removal from social media platforms or other disciplinary actions.

Conclusion:

By following these guidelines, AAHA can create a positive online environment that supports the hockey community and promotes players, teams, and sponsors effectively.

If you have any requests and/or concerns, please submit to the AAHA Director of Communications.