

Social Media Release & Consent Policy

West Carleton Minor Hockey Association (WCMHA)

Purpose

This policy outlines WCMHA's expectations and permissions regarding:

- The use of **social media conduct** by players, families, and team officials
 - The capture and use of **photos, video, and media** during WCMHA activities
 - **Consent options** for sharing media content featuring players in public channels
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1. Media Use by WCMHA

WCMHA may photograph or video players and teams during games, practices, or events for:

- Promoting WCMHA programs and events
- Celebrating player or team achievements
- Sharing news and updates via:
 - Social media platforms (e.g., Facebook, Instagram)
 - The WCMHA website, newsletters, and promotional materials

WCMHA is committed to using media responsibly and will not post content that is defamatory, inappropriate, or harmful. We respect the privacy and dignity of all participants.

2. Social Media Conduct (Mandatory – No Opt-Out)

WCMHA expects **all players, parents, coaches, and team officials** to conduct themselves **responsibly and respectfully on social media**.

This includes, but is not limited to:

- Avoiding negative, offensive, or hurtful posts about players, coaches, officials, or opponents
- Not sharing confidential team information or private communications
- Respecting the privacy of others, especially minors
- Refraining from posting any content that could reflect poorly on WCMHA or its members

Violations of this section may result in disciplinary action by WCMHA and/or its governing bodies.

This section is **mandatory** and is governed under the policies of **Hockey Eastern Ontario (HEO)**:

- [HEO Social Media and Networking Policy \(Policy 626\)](#)
- [HEO Code of Conduct \(Policy 633\)](#)

By participating in WCMHA programs, all members agree to abide by these standards.

3. Media Consent Options

As part of registration, all participants must indicate one of the following options regarding **media use**:

Consent to Media Use

I confirm that either (a) I am the parent/legal guardian of the player named above and consent to West Carleton Minor Hockey Association (WCMHA) photographing, recording, and using images and videos of my child (under 16 years of age), or (b) I am the player and I am 16 years of age or older, and I provide my own consent.

I understand that these images may be used for promotional or informational purposes, including WCMHA social media, website, newsletters, and media releases. I understand that I may withdraw this consent at any time by contacting **registrar@wcmha.ca**.

Decline Media Use

I do **not** consent to WCMHA photographing, recording, or using images or videos of the registered player for any purpose.

WCMHA will make every reasonable effort to exclude players who have declined consent from publicly shared content.