

**Hockey Ministries International (“HMI”)
Social Media and Communications Policy
May 2017**

Purpose: To Provide guidance for HMI directors, advisors, employees and volunteers (collectively “HMI associates”) concerning their interaction by all means of communication with campers and program participants under the age of 18 years. Families entrust their children to our care at HMI camps, clinics, chapels and other programs. Our promise to these families is that we will provide a safe environment for all participants and this policy statement forms part of our positive action program to do so.

Preamble: At HMI, we share a year-round commitment to our campers' healthy development. We strive to create a culture of care, respect, and kindness through the principle of leadership-by-example. We uphold the highest standards of behavior for ourselves, all HMI associates, our campers and program participants. To be a member of the HMI community means to share this commitment. Our Social Media and Communications Policy for Campers is an extension of that commitment. We ask that all new and returning campers and program participants, and their families, read this policy carefully and we encourage you to call or write if you have questions or suggestions.

For the protection of campers, program participants and HMI associates the following guidelines provide guidance concerning HMI associates' interaction with HMI campers and program participants during and subsequent to HMI camps and other programs. Such interactions may include, but are not limited to, phone calls, written communication, all forms of social media, smartphone and online activity and face-to-face communication.

Policy Statement: HMI respects the right of HMI associates to use all forms of communication as a medium of self-expression. HMI also understands its obligation to ensure that all communications by and regarding HMI, its campers, program participants and associates builds on our culture of care, respect, and kindness and reflects the high standards of behavior to which we are committed and for this reason HMI requires that all HMI associates, campers and program participants observe the following guidelines when referring to HMI and its programs, activities, projects, campers, program participants and associates in any/all online platforms.

- **Photographs and Videos**
 - HMI associates, campers and program participants are prohibited from using their personal social media accounts to post any photos or videos of associates, campers or program participants, or anyone under the age of 18 years. HMI asks for written permission from the guardian of campers and program participants to use photos or videos in HMI written and online materials. Legal action can be taken against those who violate this policy. Any photos or videos taken by a camp staff member may be given to the camp director and thus to HMI Ministry Centre to be posted on the camp/program website, facebook, instagram etc. Decisions regarding postings of photos or videos are in all cases at the discretion of HMI Ministry Centre personnel.

- **Use of Personal Social Media Sites**
 - **Content:** HMI associates are representatives of HMI and role models for campers and other program participants and as such must limit their public profile to information,

comments, photos, etc. that are appropriate should a camper, program participant or guardian view them.

- **Camp Logos:** HMI associates are prohibited from using camp logos on personal pages or sites without written permission.
- **Camper – Staff Communication:** HMI understands that interacting with campers and program participants outside of camp and program session may be extremely positive – however, as HMI cannot guarantee the kind of supervision, oversight, or program structure that will apply to communications outside of HMI camps or programs, for the protection of HMI campers, program participants and associates all parties concerned should be aware of and comply without exception to the following guidelines:
 - **Communication with campers and program participants:** HMI associates are prohibited from communicating with campers outside of camp and program sessions via any medium including, but not limited to, phone calls, written communication, all forms of social media, smartphone and online activity and face-to-face interaction until the camper is 18 years of age. Communication between HMI associates and campers or program participants outside of camp or program sessions is permitted only at official, supervised HMI functions. HMI associates may not exchange personal information such as phone numbers, email addresses, personal mailing addresses, etc. with campers or program participants. It is HMI policy that all communication with campers and program participants is managed through HMI Ministry Centre.
 - **HMI believes that the most effective form of follow-up is prayer.** If HMI associates are burdened for campers or program participants, they should pray. All other forms of follow-up should be made through HMI Ministry Centre offices in Montreal. All campers should be directed to the Ministry Centre website for ongoing flow of helpful information for their spiritual growth.