

Capital Region Female Minor Hockey Association (CRFMHA)

Communication Policy

Version 2.0

Approved - April 22, 2026

BACKGROUND

As part of Capital Region Female Minor Hockey Association (CRFMHA) emphasis on participant safety and organizational wellbeing, communications involving our membership and association should be timely, appropriate, productive and transparent.

Effective communication concerning administration of CRFMHA, team planning, practice or game schedules, coach/volunteer issues and players and their families is critical. However, the use of mobile devices, web-based applications, social media, and other forms of electronic communications increases the possibility for misunderstandings, and also provides an avenue for unsupervised and potentially inappropriate access to participants. Strict adherence to CRFMHA's **Communication Policy**, dealing with electronic communications and social media, will help mitigate these risks.

In situations of conflict, Directors, Volunteers, Team Staff, Athletes, Officials, Employees and Members of CRFMHA are advised to follow the "24 hour rule" to prevent regrettable or ill-advised communications (which is to consider their position for a 24 hour period before engaging with another party).

POLICY

1. Internal Communication

- a. **Communication between Directors** - Board of Directors members will communicate internally primarily and preferentially via email. CRFMHA assigned email addresses should be used for all communications regarding matters related to their portfolio and related involvement with the Board. If a Board-related communication thread is inadvertently initiated using a personal email by the Board member or a third party, the Board members should forward the thread to the CRFMHA email address associated with their portfolio and continue the communication. Personal communications should not be undertaken using CRFMHA email. To allow effective communication and function on the Board, and so as not to impede the work of other Directors, CRFMHA staff, Directors

and Officers are expected to check their CRFMHA email account at least once every 24 hours. Text messaging (texting) between Board members is acceptable for simple notifications, scheduling meetings and urgent matters, but material Association business must be maintained on CRFMHA email to ensure continuity of organizational operations, with term volunteers

b. Communication to Membership

i. Website

1. The CRFMHA website, www.victoriagirlshockey.ca, will serve as the main method of communicating general information to our members and the public.
2. For the general information of membership, minutes from the Board of Directors Meetings will be posted on the website as a PDF, following approval at a subsequent Board of Directors Meeting. On average, Board of Directors meetings are held at intervals of approximately 6 weeks.
3. Minutes from General Meetings (Annual and Special General Meetings) will be posted on the website following approval at a subsequent General Meeting.
4. The CRFMHA Annual Report will be posted on the website.

ii. Email

1. CRFMHA will email parents and players with pertinent information, including: program details and registration dates; evaluation details; upcoming events and deadlines; association news; and topics of interest. Email that is of general interest to the entire Association, including new program announcements, will be delivered from info@crfmha.ca.
2. Emails that target an established subset of the Association will be delivered from the appropriate Director (e.g. established coaches, officials, managers, goaltenders, Hockey Canada Safety Program (HCSP) personnel etc for a given season would be delivered from the Director in that portfolio).
3. CRFMHA and its staff and volunteers shall use contact information provided by parents/guardians of registered minor hockey players. Excluding players in the U21 Division, parent permission shall be obtained to contact a child or youth directly if the contact information was not originally provided (i.e. at the point of registration).
4. Players in the U21 Division will be contacted directly, with parental contact only if required.
5. Contact details for any member are not to be shared beyond the Board of Directors and team staff, without a parent/guardian or adult player's permission.
6. Association messages from info@crfmha.ca will not be distributed more than once per day, as a courtesy to membership.

7. All email communications from info@crfmha.ca will be blind carbon copy (BCC) to maintain the privacy of membership.
 8. The administrator (info@crfmha.ca) will maintain two primary email list groups:
 - a. Subscriber list - includes all those who have voluntarily subscribed to CRFMHA email communications either through membership or by other written, electronic or verbal request to be included.
 - b. Membership list - includes the email addresses of all parents/guardians and players that were submitted at the time of registration. No changes will be made to this list unless requested by the member. The membership list of the current season is maintained until Labour Day weekend, excluding any members who transfer out of the Association, but including new members who have registered or renewed registrations for the subsequent season. Effective Labour Day, only the membership list for the new/current season will be used.
 - c. Unless urgent, all messages to the Subscriber List or the Membership List will be queued using "Scheduled Send", third party email software or similar method.
 9. All email sent from info@crmha.ca will also be BCC to the Board of Directors as a mechanism to ensure Board members are informed of current CRFMHA activities that may fall outside their portfolio.
 10. Any individual who requests to "unsubscribe" or similarly worded request should be immediately deleted from the CRFMHA email list maintained by info@crfmha.ca.
 11. CRFMHA email lists remain the property of the Association. Email addresses and databases accessed by staff, Board or other volunteers of CRFMHA in the course of their term may not be used outside of Association business and may not be exported for personal reasons, nor accessed or used once the staff/Board/volunteer has completed their term with CRFMHA.
- c. **Request To Discontinue Electronic Communications with Player**
- i. Following receipt of a written request by the parents of a minor player that their child not be contacted by any form of electronic communication by coaches or other adults, the local program, team, coaches and administrators shall immediately comply with such request without any repercussions for such request.
- d. **Team Communication**
- i. Team staff (Manager and/or Coach) will email parents +/- players with team-related information, including practice and game times and locations, and details pertaining to the team and its activities. They may

also send association-related information that they wish to highlight for team members. Teams may also use sports-team communication platforms, such as 'StackTeamApp by Goalline' (provided by CRFMHA), 'TeamSnap' (purchased by team) or other similar platform to organize team activities and centralize team communications. While players (U18 and below) may be included in team communications by email or other platform with consent, the primary communication must always involve the parent/guardian.

- ii. While texting is increasingly used as an informal means to communicate, it is generally not to be used for hockey business. Text is appropriate to inform team staff of a last minute absence or to obtain correct details about a game or practice time and location, unless otherwise directed by the team staff. It may also be appropriate as quick communication between team volunteers, but should be agreed upon beforehand.
- iii. Coaches, team managers and players may use email and text messaging to communicate. All email and text message content between coaches/team managers and players must be non-personal in nature and be for the purpose of communicating information about team activities. Emails and text messages from any team staff to any minor participant must include a copy to parents. Wherever possible, coaches and managers should use 'StackTeamApp by Goalline' or other similar platform, or an established team email list for communications with the team and players.
- iv. Team email communications will be sent using BCC unless all individuals on the team distribution list consent to unblinded communications and sharing of their personal email address.

e. Communication to Board from Membership

- i. E-mail is the preferred method of communication to CRFMHA administration. General or association-related email can be sent to info@crfmha.ca. If required, email messages will be forwarded to the appropriate Board Director or team-based volunteer person. A list of CRFMHA key contacts can be found on the website under the tab "Board" tab. Telephone communication is sometimes required, but only as arranged through email communications. Telephone numbers of CRFMHA Board of Directors members will not be publicly available, but are accessible to Board members via Google Drive.
- ii. Regular Season (September to March) role-specific communication from membership is summarized in the CRFMHA Communications Matrix (Appendix 1) and includes:
 - 1. Team Manager (per Hockey Canada Registry; HCR)* - communicate via Director of Managers for administrative matters with the exception that the Team Manager should communicate directly with the President for the following matters:
 - a. Emergency goaltender replacement

- b. InterDistrict Travel Forms
- c. InterLeague or InterDivisional game requests
- d. Matters related to Pacific Coast Amateur Hockey Association (PCAHA) Interlock

**Each CRFMHA team may have only one Team Manager, in accordance with the HCR. Teams may distribute team-level administrative responsibilities, but to optimize the efficiency of communications, the Team Manager remains the primary contact and liaison for the team. For clarity, there are no recognized roles such as Co-Managers or Assistant Managers or similar.*

2. Team Head Coach (per HCR) - communicate via Director of Coaching for matters related to coaching or Director of Development/ Director of Goaltending for matters related to player development; otherwise communicate as a Team Parent.
 3. Team Assistant Coach (per HCR) - communicate via Team Head Coach for matters related to coaching, unless the issue involves sensitivities regarding the Team Head Coach, in which case there can be direct communication to the Director of Coaching; otherwise communicate as a Team Parent.
 4. Team On-Ice Helper (per HCR) - communicate only as a Team Parent.
 5. Team HCSP Personnel (per HCR) - communicate via Director of Safety and Risk Management for matters related to player injuries/ injury log; insurance; team/ player health and safety and return to play forms; otherwise communicate as a Team Parent.
 6. Team Treasurer (non-HCR position) - communicate via CRFMHA Treasurer for matters related to team finances; otherwise communicate as a Team Parent.
 7. Team Ice Liaison (non-HCR position) - communicate via Director of Ice Management for matters related to facility bookings or ice allocation; otherwise communicate as a Team Parent.
 8. Team parents (defined as any member not serving in one of the above-mentioned roles) - communicate via Team Manager or other recognized team representatives (as above or see Appendix 1) for all matters related to Regular Season programming (September to March).
- iii. For Spring/Summer programs (April to August), parents of participants may direct inquiries to the CRFMHA Director responsible for the organization and management of the specific program they are participating in.
 - iv. Email directed to CRFMHA may be "Sent" to multiple members of the Board of Directors, but on occasion may be addressed in a non-specific manner or not addressed to any individual. In some cases, such email

content may be sent to multiple members of the Board who could be responsible for the content (e.g. Coordinator, Director, Officer and President). In such instances, for efficiency and accuracy of communication, the initial email response should be from the Director most responsible for the subject matter and that Director should remove any cc'd Board members who are not required to engage on the topic, only including the appropriate Officer and/or President (if necessary)

2. External Communication

a. Correspondence

- i. All physical correspondence (lettermail, packages, parcels) shall be received at the registered address of the Association:

1. % 103 - 284 Helmcken Road, Victoria, BC V9B 1T2

- b. All representations of the address for the Association should use the registered address of the Association (not home addresses of Association volunteers or members), including but not limited to tournament/event applications, external funding requests, BC Hockey Special Event Sanctions and InterDistrict Travel requests.

c. Communication with Governing Bodies

- i. The CRFMHA President will be the primary liaison between CRFMHA and its governing bodies: VIAHA, BC Hockey and Hockey Canada, unless otherwise specified.

d. Communication with PCAHA

- i. The CRFMHA President will be the primary liaison between CRFMHA and PCAHA, unless otherwise specified.

e. Communication with other Minor Hockey Associations (MHA's)

- i. The CRFMHA President will be the primary liaison between CRFMHA and other MHAs, unless otherwise specified.

f. Social Media

- i. CRFMHA will use Social Media accounts to promote and celebrate the Association. Social Media will be utilized to engage the surrounding community with information on CRFMHA programs, its members, teams, and female hockey in general.
- ii. CRFMHA has only one official social media account on each of the following platforms:
 1. Facebook: Victoria Girls Hockey
 2. Instagram: @VicGirlsHockey
 3. Twitter: @VicGirlsHockey
- iii. Generally speaking, social media content should follow the following principles.
 1. Increase awareness of Association/team
 2. Promote initiatives, including fundraising, of the Association/team
 3. Enhance profile of Association/team in the community

4. Celebrate success of Association/team
 5. Engage friends and families with the Association/team
 6. Increase participation in Association
- iv. CRFMHA Teams may develop their own Social Media accounts for similar reasons. Team accounts must be owned, managed and monitored by an adult (preferably Team Manager or designate), and are subject to the same principles and restrictions as CRFMHA Association accounts. When a Team account is initiated, it is required for that account to both “Follow” and be “Followed By” the corresponding CRFMHA Association account on the same platform, which must be initiated by the Team Account administrator.
1. CRFMHA encourages its participants to be actively involved with Social Media as topics relate to female hockey and with CRFMHA’s own social media. CRFMHA views any/all communications/comments/posts as public information.
 2. Social Media is all online communication, which includes, but is not limited to Facebook, X (formerly Twitter), Instagram, blogs, photo sites like Flickr, VSCO and SnapChat, and video sites such as YouTube, TikTok.
 3. Social Media administrators must ensure that only the approved Association logos are displayed (see Representation Policy).
 4. CRFMHA encourages the use of Social Media in a positive manner in that the use of Social Media can assist with promotion. Positive online interactions promote CRFMHA, events, culture, and the sport of female hockey in general.
 5. If a team develops a social media presence, the manager of the account must ensure that all rostered participants on that team have consented to the use of photography and video.
 6. Reposting of third party social media content must follow the same principles as the “Special External Communication - Requests from Third Parties” (below).
- v. The following items are guidelines for CRFMHA Social Media usage (*adapted from BC Hockey Policy):
1. Personal contact or confidential information must not be posted on Social Media. This includes other participants of CRFMHA.
 2. Once something has been posted to Social Media it will be recognized as a public comment. Social Media is now considered the same as all other forms of media.
 3. Do not use words or expressions that could be interpreted as racist, sexist, or prejudicial.
 4. Do not bully, harass or make threats against players, officials or coaches
 5. Do not use photographs, video or comments promoting negative influences or criminal behaviour.

6. Cameras are not allowed in dressing rooms. Do not post dressing room photos.
 7. Do not post inappropriate pictures. Posted pictures can be taken out of context and reproduced on other websites.
 8. Controversial posts and pictures may negatively impact a team's ability to obtain sponsorships.
- vi. Violations of the outlined guidelines in Section 2(f)v that are reported to CRFMHA will be subject to an investigation. If a violation is found to have occurred, the participant(s) will be subject to disciplinary action under CRFMHA Bylaws. Violations can be reported using the CRFMHA Incident Report Form (see Participant Protection Policy for details).

g. Media

- i. Any media releases will be released through info@crfmha.ca using a standardized list of local and regional media outlets. Media releases will be presented on CRFMHA letterhead. News or events worthy of media release will be at the discretion of the Board.
- ii. Media requests will be directed to info@crfmha.ca. Media requests will be processed as soon as possible. Unless otherwise requested or specified, media requests will be responded to by the President, or redirected to a more appropriate respondent by the President.

3. Special External Communication - Requests from Third Parties

- a. **Background** - From time to time, CRFMHA Board members and associated volunteers receive requests from businesses, entrepreneurs and other organisations. These requests can range from distribution of information regarding paid programs delivery to inquiries about posting information on the CRFMHA website and social media. This policy outlines the criteria and process for decision-making with regard to such requests.
- b. **Rationale** - The mission statement for the CRFMHA can be summarised as the betterment of female hockey. Please refer to the CRFMHA Constitution for greater detail. In striving for that goal, CRFMHA provides opportunities for players to enhance their skills and develop as leaders. It is therefore important to ensure that acceptance or rejection of services offered to CRFMHA and its members by a third party is determined on the basis of criteria that are consistent with the goals and programs of the CRFMHA. Such services must:
 - i. Be consistent with the purposes and philosophy of CRFMHA
 - ii. Provide value and benefits to CRFMHA membership
 - iii. Complement, not compete with, CRFMHA programs
 - iv. Be a net benefit to CRFMHA members
- c. **Eligibility** - Any external request received by a CRFMHA Officer, Director or team volunteer can be reviewed according to the framework included in Appendix 2. The decision tree that has been developed allows certain requests to be

distributed to membership or a subset of membership without further review (green cells), some requests to be terminated without further review (red cells) and other requests to be forwarded to a review process (orange cells). Note that whenever there is uncertainty about categorising an individual third party request, it should be forwarded to the VP Administration using the form in Appendix 3. Entrepreneurial programs or individual contractors associated or affiliated with non-sanctioned hockey programs will not be promoted by CRFMHA.

- d. **Cost** - CRFMHA rates for promotion of third party programs will be reviewed periodically and are included in Appendix 4.
- e. **Review Process** -
 - i. A request that is received from a third party and requires review will be documented on the Third Party Request Form (Appendix 3) and forwarded to the Vice-President, Administration for review.
 - ii. The VP Administration will make a determination regarding acceptance or rejection of the request, based on the criteria outlined in this policy. In exceptional circumstances, review by the Officers may be necessary.
 - iii. The Vice-President, Administration will be responsible for liaising with the third party should the Officers require additional information/clarification to reach a decision.
 - iv. The Vice-President, Administration will be responsible for communicating the decision to the third party and to the relevant Board member(s).

4. Electronic Devices in Facility Dressing Rooms

Please also refer to CRFMHA Participant Protection Policy and Section 2(f)v-6 (above).

Smart phones and other mobile devices with recording capabilities, including voice recording, still cameras, and video cameras, are not permitted to be used in CRFMHA dressing rooms. If phones or other mobile devices must be used, they should be taken outside of the locker room.

Any and all recording of photos or videos including voice recording, is strictly prohibited in CRFMHA dressing rooms.

5. Confidentiality

Volunteers and members of CRFMHA must maintain the privacy and confidentiality of all information regarding the organization and its participants' information. CRFMHA values the sensitivity of confidential information and understands that it is protected by law (i.e. Personal Information Protection Act (PIPA)).

Volunteers and members shall keep the same information confidential for an indefinite period of time even after one is no longer a volunteer or member with the association.

Failure to follow the above guidelines of confidentiality will result in the volunteer or member being subject to disciplinary action under CRFMHA Bylaws.

6. Abuse and Misconduct

Please also refer to CRFMHA Participant Protection Policy.

All communication should be respectful and free of profanities and vulgar or offensive language. Communications shall avoid any language that is or could be interpreted as being racist, sexist, derogatory, threatening, abusive or sexualized in tone.

Social Media and other means of electronic communication can be used to commit abuse and misconduct. Such communications by any member or other participant of CRFMHA will not be tolerated and are considered violations of CRFMHA's policies.

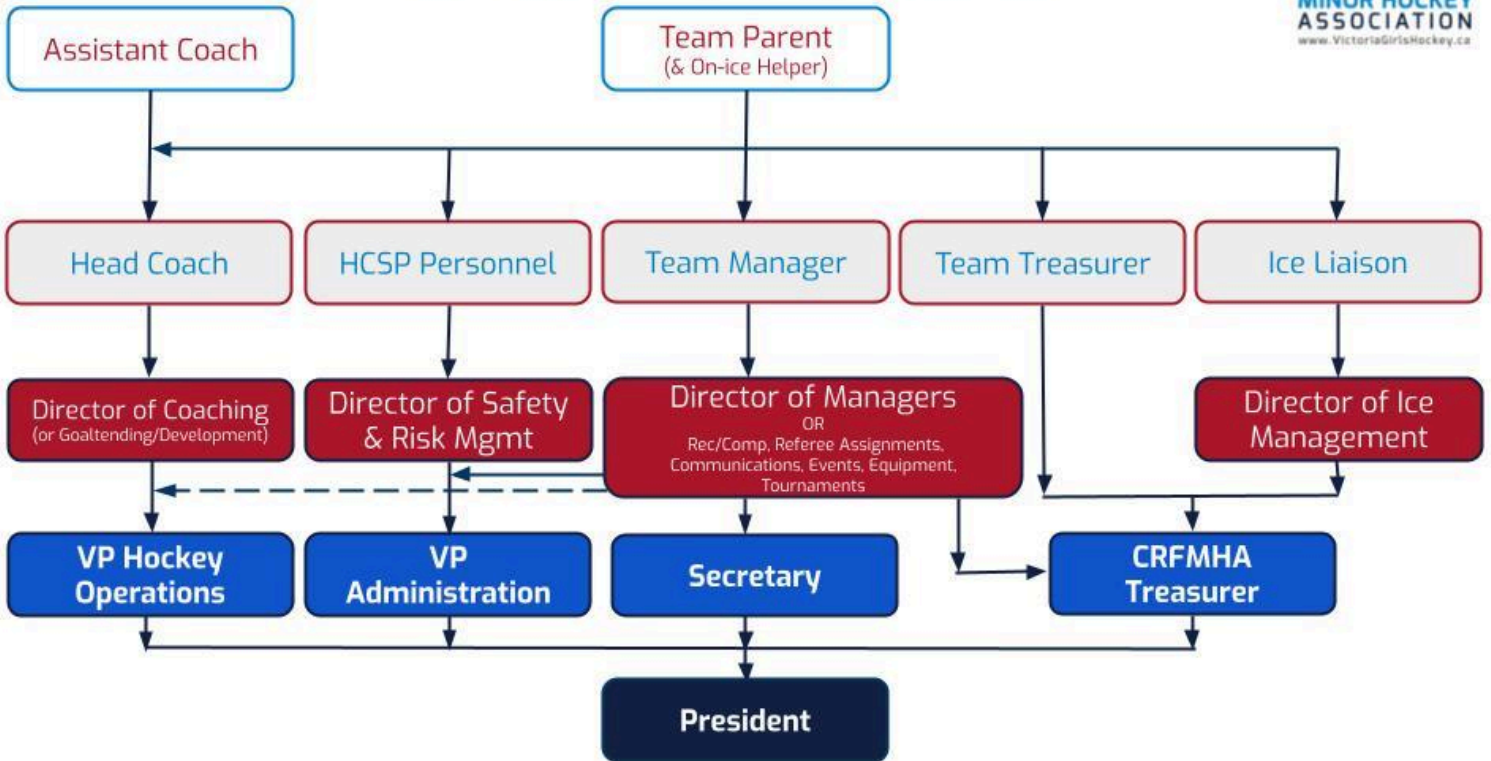
Infractions of CRFMHA's Communications Policy should be reported to info@crfmha.ca and will be subject to an investigation. If a violation is found to have occurred, the participant(s) will be subject to disciplinary action under CRFMHA Bylaws.

APPENDIX 1

CRFMHA Communications Matrix



CRFMHA COMMUNICATIONS MATRIX



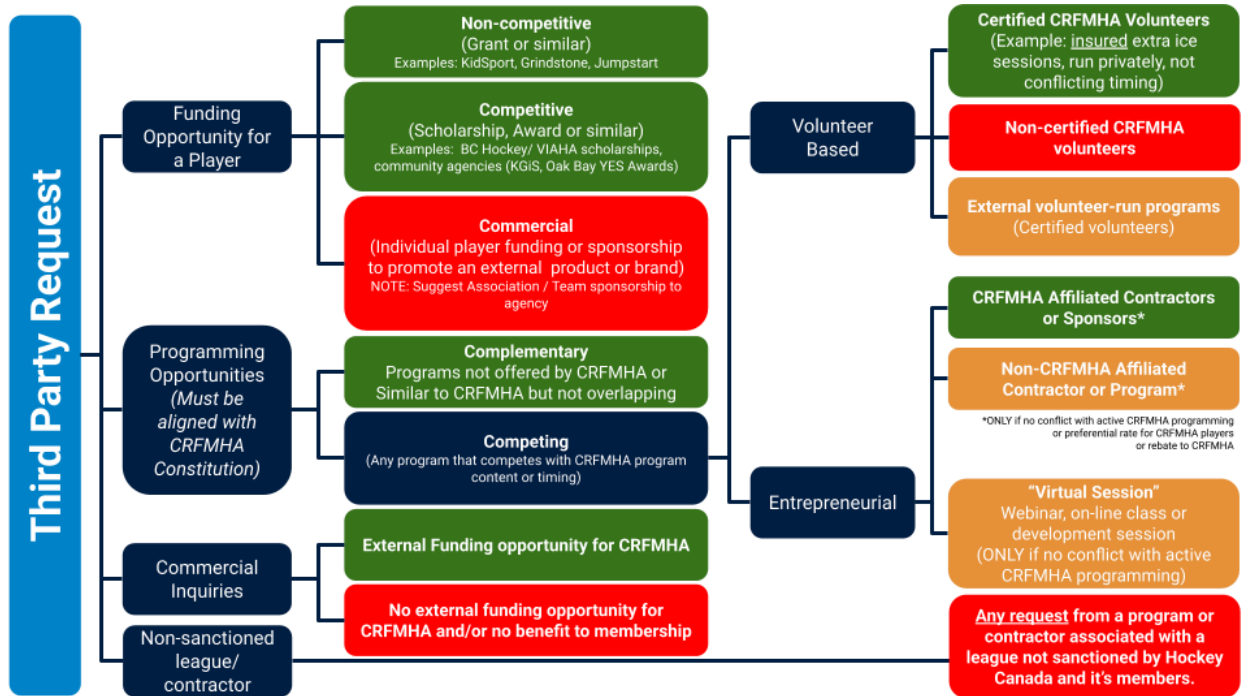
APPENDIX 2

CAPITAL REGION FEMALE MINOR HOCKEY ASSOCIATION

REQUESTS FROM THIRD PARTIES

Third Party Request Decision Framework

Response/Action based on the Type/Source of Request



LEGEND:

Green cells - Process the request using website, social media and email, as appropriate.

Orange cells - Request needs further review. Forward to VP Administration using form (Appendix 2).

Red cells - Do not process the request from the third party.

APPENDIX 3

CAPITAL REGION FEMALE MINOR HOCKEY ASSOCIATION

REQUESTS FROM THIRD PARTIES

Report to: Vice-President, Administration

Name of CRFMHA representative: _____

REQUESTOR INFORMATION

Name and Organization: _____

Telephone number: _____

Email: _____

Nature of Request:

(see categories in attached Framework, Appendix 2)

Program or Service:

(include times and dates)

Benefit to CRFMHA:

(include analysis of how the program or service complements or benefits CRFMHA initiatives; indicate the value to the membership)

Other Supporting Information:

APPENDIX 4

CRFMHA Rate Sheet for promotion of external activities or programs:

Host Status	Location	Examples	Rate* (Social Media / Email)
Sanctioned Minor Hockey Association	Any	Any sanctioned program	No charge
Non-profit organization	On-ice	Hockey school, Development session, Private lesson	\$30 / \$15
	Off-ice	Webinar, Virtual training session, On-line meeting or information session.	\$20 / \$10
Entrepreneurial/ Private	On-ice	March Break camps, Holiday Camps, Summer Camps (multi-day session)	\$100 / \$75
		Private hockey tournament	\$75 / \$50
		Private lessons (single session)	\$50 / \$30
	Off-ice	Physical fitness training (aka dryland training) - multi-day	\$50 / \$30
		Physical fitness training - single session	\$30 / \$20
Filter fee	Any	For any of the above requests to be targeted to any subset of membership. (e.g. subsets by age, category/skill level, position or geography)	\$25

**Social media rates are higher due to wider distribution and public visibility/ accessibility*