MINTO SKATING CLUB

Social Media Policy

Last updated: October, 2026 · Approved by the Board of Directors

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Why we're on social media

Minto Skating Club uses its social media channels ([@Instagram / Facebook / other handles]) to celebrate our skaters, share what's happening across our programs, and promote registration and events throughout the season. Our aim is simple: to represent the whole club — every program and every level — in a way that is positive, respectful, and safe for everyone in our community.

Consent comes first

We only post a photo or video of a skater when we have permission to do so.

- **We ask at registration.** When you register with Minto, we ask whether the club may feature your skater in photos and videos on our website and social media. Your answer is recorded with your registration, confirmed each season when you re-register, and we respect it.
- **We only post skaters whose families have said yes.** If a family has not given permission — or later withdraws it — that skater will not appear in our posts.
- **We check before we spotlight someone.** For posts that feature an individual skater (for example, celebrating a competition result), we confirm with the skater and their family before sharing.
- **You're welcome to send us content.** Families and coaches can submit photos and results they would like us to consider sharing. By submitting content, you confirm that everyone identifiable in it is comfortable having it posted.
- **Anything can come down.** If you would like a post removed, email us at media@mintoskatingclub.com and we will take it down promptly. Please understand that while we can remove Minto's own posts, we can't guarantee removal of copies that others may have already saved or shared.

We never share a skater's personal or contact information, and we do not tag or identify minors beyond a first name (and last initial where it's helpful) without a family's okay. Where this policy refers to a family's permission, skaters who have reached the age of majority — including those in our adult programs — give and manage that permission themselves.

Photos and video taken by families

Skate Canada's Parent Code of Conduct asks parents and guardians to refrain from videoing or recording skaters or coaches during on- and off-ice sessions, so please follow Minto's direction and your coaches' guidance about recording at the rink. When you do capture photos or video at club sessions, competitions, or events, please share and post images of your own skater only — not other skaters or coaches — unless you have their permission. This keeps every family in control of where their skater appears online.

What we post — and how we choose

We want to shine a light on everything that happens at Minto. Across a season, you can expect to see:

- **Achievements and milestones** — skaters who win or reach the podium at competitions, those advancing to Provincials and beyond, assessment and badge successes, and other moments worth celebrating.
- **All of our programs** — from CanSkate and learn-to-skate through STARSkate, competitive, PowerSkate, and adult skating. We deliberately rotate our focus across programs through the year so every part of the club is represented.
- **Seasonal promotion** — registration windows, upcoming sessions, events, the ice show, fundraisers, and volunteer opportunities, highlighted when they are most relevant.

Because our channels represent the whole club, Minto makes the final decision about what we post and when. Once in a while that means we may hold back or gently edit something that has been submitted — always with the goal of keeping our posts positive, safe, and welcoming for everyone.

Our commitment to fairness (and an honest note)

We want every skater and family to feel seen. We make a genuine, ongoing effort to represent all of our programs and levels over the course of the year, and no skater is more or less valued at Minto because of how often they appear online.

At the same time, please know that we cannot feature every skater in every post, and the timing of a post is usually tied to an event, a result, or the program we are promoting that week. If your skater hasn't appeared recently, it is not a reflection of their place in the club — and you are always welcome to send us content or let us know about a milestone we may have missed at media@mintoskatingclub.com.

Conduct on our channels

Our accounts are a space for encouragement and good sportsmanship. Comments that are offensive, harassing, discriminatory, or defamatory will be removed, and repeat or serious behaviour may result in being blocked — consistent with the Skate Canada Safe Sport framework and Minto's Code of Conduct. Only designated club representatives post on Minto's behalf, and official communication comes from the club; coaches and volunteers do not contact skaters directly through personal social media. No one may create or operate a social media account, or use Minto's name, logo, or branding, in a way that suggests it is official or speaks for the club without the Board's permission.

Questions

Questions about this policy, a specific post, or your photo permissions can be sent to media@mintoskatingclub.com.