

## **Irondale Youth Hockey Association Website Guidelines** Rev 07/14/08

The Irondale Youth Hockey Association website is a tool to communicate with Association members, coaches, Board members, other Associations, and interested parties.

The website address is: [www.iyhaleague.org](http://www.iyhaleague.org)

In order to be used as an effective tool, the information posted on the website shall be:

- Timely
- Relevant
- Credible
- Informative
- Interactive
- Well-organized

The current Webmaster is:

Torri Johnson  
763-785-9814  
[iyhawebsite@aol.com](mailto:iyhawebsite@aol.com)

### **Approval and notification process for website updates**

- The Webmaster or a designee can make changes. Currently, the only 2 members who have Admin security access are the Webmaster and the League Secretary.
- Team passwords will be set up for parental team access. This allows each team to see details of their team that is not available to the general public. Teams will have the option to make their team site completely password protected or partially password protected. Partially means that first names/last initials are listed to the public on the roster page. Completely protected means that all access to a team site is password protected.
- Manager passwords will be set up for manager/coach access. This allows the team manager and/or coach to post bulletins, update game results and stats and manage team information. They do not have security to make schedule changes within the system.
- An automated email is sent to the webmaster as notification of any changes
- An automated email notification and approval is sent to the Webmaster after any additions to the Exchange. The Webmaster can immediately and automatically delete any item deemed to be unacceptable
- An automated email notification will be sent to each family for reminders of games and practices, schedule changes and team-related information. Each family can designate the email address(s) and can request that the email notification be turned off. The default at the beginning of the season will be to have the notification for both games and practices turned on.
- A text message notification can be sent to any member with text message capability. The default will be to turn the notification off, and a request from the member to the Webmaster must be made in writing to make this feature active.

- The Webmaster will handle any request for updated information and a notification of the change will be communicated to the requestor.
- The Webmaster will review content for relevant information on a monthly basis.
- An automatic email notification is sent to the Webmaster and Ice Commissioner for any schedule changes made in the system. No schedule change will be made in the system without prior approval from the Ice Commissioner.
- The Webmaster will be responsible for ensuring that the billing information for the website is kept current.

**Photographs:**

- The website will follow the COPPA (Children's Online Privacy Policy Act) which is found on the website's home page at the Privacy Link under the League Athletic logo.
- Only team/group pictures without names will be published on the website.
- Any individual member's photograph will be published only with written authorization from the family and approval by the IYHA Board. The name shall not be published unless the Webmaster has received written authorization from the family and approval by the IYHA Board.
- Individual photos of managers, parents, or board members will only be published with authorization
- Generic hockey related graphics are allowed to be published if they meet the criteria stated in the use as an effective tool.

**Names:**

- Names of IYHA hockey players will only be listed on the website using first name and last initial. Only members with proper security will be able to access the full name of any player.
- Player names will not be attached to photographs without proper authorization.
- Player names will be removed from the newsletter before it is posted on the website. A notification that the names were removed will be inserted in its place

**Schedules/Rosters/Game Results/Player Statistics**

- Team managers will be responsible for updating team information.
- The Webmaster is responsible for initial league set-up
- The Webmaster is responsible for setting up team passwords.
- The Webmaster is responsible for manager security set-up and removal.
- The Webmaster will provide training documents and provide assistance as needed.
- Teams are encouraged to share success stories on the individual team pages

**Links to External Information:**

- Links to other Hockey governing sites will be provided in the "Links" section
- Links to Hockey camps will be provided as an information source to members. The section will contain a message that IYHA does not endorse any specific hockey camp or development site (unless they become a Sponsor).
- Links to sponsor web sites will be provided in the "Sponsor" section as well as any team sponsorship-related page

- Links to hockey equipment suppliers will contain a message that IYHA does not endorse any specific store (unless they become a Sponsor).

### **Home Page:**

- The Home Page will contain a continuous “Welcome to Irondale Youth Hockey Association” message
- Scrolling message will only be used for “breaking news or congratulations” types of messages. These will have an expiration date. When there is no reason for a scrolling message, it will be hidden.
- Upcoming Events are those that affect more than one team (e.g. Tournaments, Fundraisers, Tryouts). Game schedules/practices are recorded in the Master Schedule, not Upcoming Events except by special circumstance.
- Information from 3<sup>rd</sup> party sources regarding camps, events, programs, etc from 3<sup>rd</sup> parties who are not a sponsor will be added to the home page as an information source to members. The section will contain a message that this message is not an endorsement by the Irondale Association.

### **Email Messages:**

- The website can send email messages to a wide variety of members based on the message. The message comes from the League Athletics site and does not carry the email address of all addresses. Therefore, a reply all is not effective which can greatly reduce the amount of email members receive.
- Team Bulletins can be sent by members with Administrative rights, Team Coaches and Team Managers (to their teams only). They must have team security.
- Email messages will be sent on the direction of a member of the Board or a member of an IYHA committee. The Irondale Association website may send any 3<sup>rd</sup> party messages with a disclaimer message that it is not an endorsement.
- 3<sup>rd</sup> party messages must be hockey related, be timely and include contact information.
- A copy of email messages sent to association members (not team bulletins) must include a cc: to the Irondale League Secretary. As a courtesy, 3<sup>rd</sup> party messages should also include a cc: to the 3<sup>rd</sup> party contact.

### **User Group:**

- IYHA will encourage members to join an “IYHA user group” to determine content that will be useful for all interested parties.
- The User Group will make recommendations to the Webmaster and if the recommendations are in accordance with the IYHA Website Guidelines, changes will be made. If they are not in accordance, the recommendation will be made to the Board as either an exception to the guideline or as a change to the guideline.

### **Feedback Link:**

- The feedback link in the website will be routed to the [iyhawebsite@aol.com](mailto:iyhawebsite@aol.com) address.
- The Webmaster is responsible to check the email address every 2 weeks and respond or forward feedback to the appropriate area within the organization

### **Revision History**

As this plan is revised, the chart below will be completed as that the history of the changes is clearly documented

<b>Name</b>	<b>Date</b>	<b>Reason For Changes</b>	<b>Version</b>
Torri Johnson	12/20/07	General clarifications and grammatical changes from original version	2
Torri Johnson	07/14/08	Add statement to copy League Secretary on association (not team) type email posts. Add statement under the Home Page section to include guidelines with 3 <sup>rd</sup> party messages. Add email section	3