

BYLAW 26- DIGITAL COMMUNICATIONS< BRANDING AND MEDIA MANAGEMENT

Social Media Account Management

1, Account Ownership

- All social media accounts (including but not limited to Facebook, Instagram, X/Twitter, YouTube, etc.) representing the **London Bandits Hockey Association** must be created and maintained using an official organizational email address under the **@londonbanditshockey.com** domain.
- The use of personal email addresses for the creation, access, or management of official London Bandits accounts is strictly prohibited.

2, Access and Security

- All two-factor authentication (2FA) methods must use organization-controlled options, such as:
 - An official organizational email address
 - An authenticator app managed by the Webmaster/Communications
 - Another secure, shared method approved by the Board of Directors
- If a platform requires a phone number for 2FA and no alternative method is available, the Board shall assign an organization-approved number accessible by the Webmaster/Communications.
- Credentials for all accounts must be stored in a Board-approved password management system.
- Access to this system is limited to:
 - The current Board-approved Officer
 - The current Webmaster or Communications Director
 - The outgoing individuals in those roles, for a period of up to **30 days post-transition**, to ensure a secure handoff
- After 30 days, access for outgoing individuals must be removed unless otherwise authorized by the Board.

3. Role Transition and Continuity

- During Board transitions, all login credentials must be transferred to the incoming members, and account credentials must be updated as needed.
- The outgoing Webmaster or Communications Director is responsible for overseeing a smooth transition of all social media account access.
- All accounts must remain accessible to **at least two current, Board-approved officers or directors** at all times to ensure continuity and accountability.

4 Compliance

- Any existing accounts not in compliance with this bylaw must be updated within **30 days** of its adoption.
- Failure to comply may result in temporary deactivation of the account or reassignment of access by the Board.

Website Ownership and Administration

1, Ownership and Hosting

- The official London Bandits website (**londonbanditshockey.com**) shall remain fully under the control and administration of the Association.
- No individual Board member may register, host, or manage the website under a personal account or personal hosting service.
- All website access credentials must be stored in a Board-approved password management system, accessible only to authorized individuals as defined in Section 2

2 Access and Security

- Website administrative access is limited to the following roles:
 - Webmaster or Communications Director
 - Ice Convenor
 - Tournament and Events Coordinator
 - Any additional individuals approved by the Board
- Newly appointed individuals in these roles shall be granted access to required tools and credentials as part of onboarding.
- Outgoing individuals shall retain access for **no more than 30 days post-transition**, after which access must be revoked unless otherwise approved by the Board.

Website Forms and Communications

1, Form Configuration

- All website-based forms (e.g., contact, registration, applications) must direct submissions only to **@londonbanditshockey.com** email addresses.
- Submissions must not be sent to personal email accounts (e.g., Gmail, Yahoo, Hotmail) as the primary recipient.

2 Email Routing

- All form submissions must be routed through an official London Bandits email (e.g., webmaster@londonbanditshockey.com)
- All Directors will be assigned an official London Bandits email address for use during their term. Personal email addresses may not be used for league-related communications.
- Directors currently serving a 2-year term must begin using their assigned London Bandits email address immediately following the AGM and discontinue the use of any personal or third-party email accounts (e.g., Gmail).
- This ensures proper record-keeping, security, and avoids issues with former members receiving sensitive information after their term ends.

Website and Communication Compliance

1 Review and Oversight

- All website components, forms, and associated communications must be reviewed **annually** or upon major administrative changes to ensure ongoing compliance.

2 Non-Compliance Remediation

- Any non-compliant forms or communication channels must be updated within **30 days** of bylaw adoption.
- The Webmaster or Board of Directors may temporarily remove non-compliant forms or redirect communication to compliant addresses as needed.

Branding, Corporate Colours, and Clothing

1 Corporate Colours and Sweater Design

- The official **sweater colours and design** of the Corporation shall be established by the **Director of Equipment**, subject to the approval of the **Board of Directors**.
- Any changes to team uniforms must be reviewed and approved by the Board before implementation.

2 Use of Corporate Name and Logo

- The use of the **London Bandits name**, in any written or visual form, or the **London Bandits Hockey Association logo** (or any variation/facsimile thereof), is strictly prohibited without **prior written consent** from the **Board of Directors**.
- This applies to all apparel, merchandise, printed materials, digital content, and promotional products, whether for personal, commercial, or team use.