



Social Media and Networking Policy

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Approved by: Board of Directors

INTRODUCTION

For the purpose of this Social Media and Networking Policy, the policy will encompass public communications through such internet mediums and websites as Twitter, Facebook, MySpace, Linkedin, Foursquare, and any other social media network that allows users to communicate online.

The policy will also address the use of cell phones or any other device capable of taking pictures. The policy will be applicable to all members of the Strait Richmond Minor Hockey Association (SRMHA), including Executive and Board Members, Teams, SRMHA members, and staff, on-ice and off-ice officials, players, players' family members and supporters.

SRMHA recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. SRMHA also respects the right of all teams and Association personnel to express their views publicly. At the same time we must be aware of the dangers of social media and networking can present.

The purpose of this policy is to educate the SRMHA Community on the risks of social media and to ensure all TEAMS AND Association personnel are aware that conduct deemed inappropriate maybe subject to disciplinary action by the Team and/or SRMHA.

SOCIAL MEDIA GUIDELINES

- a) SRMHA holds all members who participate in social media and networking to the same standards as it does all other forms of media including radio, television and print.
- b) Comments or remarks of an inappropriate nature which are detrimental to a Team, the Association or an individual will not be tolerated and will be subject to disciplinary action.
- c) It should be recognized that social media comments are on the record and instantly published and available to the public and media. Everyone including Association and/or Team personnel, players, corporate partners and the media can review social media communications. You should conduct yourself in an appropriate and professional manner at all times.

- d) Refrain from divulging confidential information of a personal or team related nature. Avoid revealing business or game strategy that could provide another team or individual a competitive advantage.
- e) Use your best judgement at all times – pause before posting. Once your comments are posted they cannot be retracted. Ultimately, you are solely responsible for your comments and they are published for the public record.
- f) Players, or bench staff, are not permitted to participate in social media or networking two (2) hours prior to the start of a game and at least two (2) hours following the completion of a game.
- g) All social media devices i.e. Cell phones, tablets etc. are to be turned off in the dressing room or preferably not taken inside the dressing rooms. Any use of such devices is not permitted inside the dressing rooms.
- h) With respect to the SRMHA website all pictures or images uploaded or displayed on this site must have the written permission of the players Parents/Guardians.

SOCIAL MEDIA VIOLATIONS

The following examples of conduct through social media and networking mediums that is considered violations of the SRMHA Social Media and Networking Policy and may be subject to disciplinary action by the team or SRMHA.

- a) Any statement deemed to be publicly critical of Association officials or detrimental to the welfare of a member Team, the Association or an individual.
- b) Divulging confidential information that may include, but is not limited to the following: player injuries; game strategies; or any other matter of a sensitive nature to a member Team, SRMHA or any individual.
- c) Negative or derogatory comments about any member of the Team, SRMHA, League staff, programs, stakeholders, players or any member of an opposing team.
- d) **Any form of bullying, harassment or threats against players or officials.**
- e) Photographs, video or comments promoting negative influences or criminal behaviour.
- f) Online activity that contradicts the current policies of the SRMHA.
- g) Inappropriate, derogatory, racist, or sexist comments of any kind.
- h) Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

DICIPLINE

The TEAM of SRMHA will investigate report violation(s) of this policy in the manner set out in the SRMHA Code of Discipline for other types of violations. If the investigation determines that a violation has occurred, the Team and or SRMHA will impose appropriate disciplinary actions.

SUMMARY

When using social media and networking mediums, SRMHA members should assume at all times they are representing SRMHA or its member Associations or Teams. All members of SRMHA should remember to use the same discretion with social media and networking as they do with other traditional forms of media.

SRHA members agree and to adhere to all conditions set forth with in the Social Media and Networking Policy. It is understood that violating the guidelines set fourth within the Social Media and Networking Policy will lead to appropriate disciplinary action against both the parents and or child/player.