



## **SOCIAL MEDIA AND NETWORKING POLICY**

### **1. 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, Googleplus, YouTube and any other social media network that allows users to communicate online. The policy will be applicable to all members of the North Delta Minor Hockey Association including Board members, Coaching Staff, Volunteers, Players, Contractors and on-ice and off-ice officials.

The North Delta Minor Hockey Association recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. The North Delta Minor Hockey Association also respects the right of all members and affiliates to express their views publicly. At the same time we must be aware of the potential issues that social media and networking can present.

The purpose of this policy is to educate the North Delta Minor Hockey Association members on the risks of social media and to ensure all members and affiliates are aware that conduct deemed to be inappropriate may be subject to disciplinary action by the North Delta Minor Hockey Association Board of Directors.

Blogs, social networks and Websites such as Facebook, Twitter, Instagram and YouTube are exciting communication channels for you to share your positive hockey experiences. The North Delta Minor Hockey Association supports participation and involvement with social media communities and will view comments/posts as public information.

The following guidelines have been developed for you to follow when posting to a blog of some other form of social media. General recommendations:

- Think before you post
- Respect the members of which you are posting
- Be enthusiastic
- Do not post personal information
- Be accurate
- Posting inappropriate pictures can cause issues for you, your team and the organization
- Double check your privacy/security settings
- Twitter Accounts should have the following disclaimer "Views expressed are my own and don't necessarily reflect that of North Delta Minor Hockey."

### **2. SOCIAL MEDIA GUIDELINES**

a) The North Delta Minor Hockey Association holds all members who participate in social media and networking to the same standards as it does for all other forms of media including radio,



television and print.

b) Comments, remarks or posts of an inappropriate nature which are detrimental to a team, the Association or an individual are not acceptable.

c) It should be recognized that social media and comments such as 'texting 'are on the record and can be instantly replicated and published. 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) Use your best judgment at all times – pause before posting or sending. Once your comments are posted or sent they cannot be retracted. Ultimately, you are solely responsible for your comments.

e) Any persons who are in the position of leadership and influence of minors will be held to a higher standard on ensuring that professionalism and appropriateness is maintained.

### **3. SOCIAL MEDIA VIOLATIONS**

The following are examples of conduct through social media and networking mediums that are considered violations of the North Delta Minor Hockey Association Social Media and Networking Policy and may be subject to disciplinary action by the North Delta Minor Hockey Association.

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, the Association or an individual.

c) Negative or derogatory comments about any of the Team, and/or North Delta Minor Hockey Association members or officials.

d) Any form of bullying, harassment, intimidation or threats against players or officials.

e) Photographs, video or comments promoting negative influences or criminal behavior, including but not limited to:

- drug use,
- alcohol abuse,
- public intoxication,



- hazing or cyber bullying
- sexual exploitation, etc.

f) Online activity that contradicts the current policies of the North Delta Minor Hockey Association or any of its governing bodies.

g) Inappropriate, derogatory, racist, homophobic, or sexist comments of any kind, in keeping with the North Delta Minor Hockey Association policies and regulations on these matters.

h) Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

#### **4. DISCIPLINE**

The North Delta Minor Hockey Association will investigate reported violation(s) of this policy as per D03 – Member Complaint Procedures. If the investigation determines that a violation has occurred, disciplinary action will be imposed. This decision will not be appealable.

#### **5. SUMMARY**

When using social media and networking mediums, the North Delta Minor Hockey Association members should assume at all times they are representing their team and/or the Association. All members of the North Delta Minor Hockey Association should remember to use the same discretion with texting, etc., social media and networking as they do with other traditional forms of media.