

	<b>Title</b>	Social Media Policy
	<b>Policy #</b>	Safety – 10.5
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	<b>Owned By</b>	Executive Committee

## 1.0 OVERVIEW

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, Instagram, LinkedIn, Snapchat, Tik Tok, Gaming and any other social media network that allows users to communicate online.

The policy will be applicable to all members of the Airdrie Minor Hockey Association (AMHA) including Executive, Directors, Coordinators, Teams, AMHA members and staff, on-ice and off-ice officials, players, players parents, players' family members and supporters.

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

## 2.0 POLICY

### 2.1 Social Media Guidelines

2.1.1 AMHA 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.

2.1.2 Comments or remarks of an inappropriate nature which are detrimental to a team, AMHA or an individual will not be tolerated and may be subject to disciplinary action.

2.1.3 It should be recognized that social media comments are on record and instantly published and available to the public and media. Everyone including the AMHA 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.

- 2.1.4 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. Furthermore, do not discuss injury information about any player. Only divulge information that is considered public information.
- 2.1.5 Use your best judgment 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.
- 2.1.6 Players, parents, AMHA members and/or Staff are not permitted to participate in a negative manner, in social media or networking 30 minutes prior to the start of a game and at least 45 minutes following the completion of a game.
- 2.1.7 If a post is made that is causing a negative reaction for AMHA and you are asked to remove the post, if you do not abide by the request, you could be held accountable and subject to disciplinary action from AMHA.

## 2.2 Social Media Violations

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

- 2.2.1 Any statement deemed to be publicly critical of AMHA, officials or detrimental to the welfare of a member team or an individual.
- 2.2.2 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, AMHA or any individual.
- 2.2.3 Negative or derogatory comments about any member of the team, AMHA, league staff, programs, stakeholders, players or any member of an opposing team.
- 2.2.4 Any form of bullying, harassment or threats against players, officials, and/or AMHA volunteers and staff members.
- 2.2.5 Photographs, video or comments promoting negative influences or criminal behavior.
- 2.2.6 Online activity that contradicts the current policies of the AMHA.
- 2.2.7 Inappropriate, derogatory, racist, or sexist comments of any kind.
- 2.2.8 Online activity that is meant to alarm other individuals or to misrepresent fact or truth.
- 2.2.9 Threatening AMHA that a post will be made on social media to get people's attention to a matter.

### 2.3 Discipline

The team or AMHA including the Discipline/Risk Management Coordinator will investigate reported violation(s) of this policy in the manner set out in the AMHA Respect Matters Policy #2.1. If the investigation determines that a violation has occurred, the team and or AMHA will impose appropriate disciplinary actions.

### 2.4 Summary

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