



Athabasca and District Minor Hockey Association

APPROVED:	February 2023
POLICY:	Social Media
PURPOSE:	To promote the responsible use of social media.
RESPONSIBLE:	ADMHA MEMBERSHIP & EXECUTIVE

For the purpose of this Social Media Policy, the policy includes communications through all social media channels, electronic messaging (such as texting), Internet media and websites such as Twitter, Facebook, MySpace, LinkedIn, Vimeo, Foursquare, Instagram, Snapchat, TeamSnap and any other social media network that allows users to communicate online. This policy will also include emailing as a form of social networking.

The policy will be applicable to all members of Athabasca and District Minor Hockey (ADMHA), including Board Members/Directors, Coaches, Volunteers, Teams; all ADMHA members and staff, on-ice and off-ice officials, players, players' family members and supporters.

ADMHA recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. ADMHA 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 social media and networking can present. The purpose of this policy is to educate the ADMHA Community on the risks of social media and to ensure that all Teams and Association personnel are aware that conduct deemed to be inappropriate, may be subject to disciplinary action by ADMHA.

ADMHA Use of Social Media

The Athabasca and District Minor Hockey Association may use social media in two ways:

1. By contributing to existing social media accounts operated by other applicable associations, including Hockey Alberta, or Hockey Canada, as well as leagues that our teams are included in. For example NAI.

2. Providing necessary and communicative information and content on our website or any of our ADMHA operated social media accounts

Social Media Guidelines

- a) ADMHA holds the entire ADMHA Community who participates 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 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 made such as 'texting' and Teamsnap messaging are on the record and can be instantly published and available to the public and media. Everyone including ADMHA Board Members 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. Furthermore, do not discuss injury information about any player. Only divulge information that is considered public.
- e) 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.
- f) Teams in the ADMHA wanting to create their own social media accounts or pages need to get ADMHA board approval and follow the guidelines imposed by the board.

Social Media Violations

The following are examples of conduct through social media and networking mediums that are considered violations of the ADMHA Social Media Policy that should be reported and may be subject to disciplinary action by the ADMHA Discipline Committee.

- a) Any statement deemed to be publicly critical of ADMHA volunteers & 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; trades or other player movement; game strategies; or any other matter of a sensitive nature to a member Team, ADMHA or an individual.
- c) Negative or derogatory comments about a team, league(s), members of executive, programs, stakeholders, players or any member of ADMHA.
- d) Any form of bullying, harassment or threats against players or officials. This includes emailing of a harassing nature to/from Board Members/Directors, Teams, ADMHA members and staff, on-ice and off-ice officials, players, players' family members and supporters.
- e) Photographs, video or comments using profanity, inappropriate language or promoting negative influences or criminal behavior, including but not limited to: drug use, alcohol abuse, public intoxication, hazing, sexual exploitation, bucket boxing etc.
- f) Online activity that contradicts the current policies of ADMHA.
- g) Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with the ADMHA policies and regulations on these matters, such as the ADMHA Code of Conduct policy.
- h) Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

Discipline

ADMHA will investigate reported violation(s) of this policy in the manner determined by the ADMHA Discipline Committee. If the investigation determines that a violation has occurred, ADMHA will impose an appropriate suspension. When using social media and networking mediums, the ADMHA community should assume at all times they are representing the ADMHA. All members of the ADMHA community should remember to use the same discretion with social media as they do with other traditional forms of media.

Members and players are reminded to keep these general social media guidelines in mind at all times:

1. Recognize that anything posted to the Internet is likely permanent. Even if a post, photo, or comment is deleted – it has likely been stored in other places online.
2. Post respectful comments and photos.
3. Be courteous and respect all copyright and protection laws.