



## CANADIAN ATHLETIC CLUB

### 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, Instagram, LinkedIn, Foursquare and any other social media network that allows users to communicate online as well as other forms of electronic communication, but not limited to, methods such as 'SMS' or 'texting'.

The policy will be applicable to all members of the CAC, including Executives, Teams, on-ice and off-ice officials, players, players' family members and supporters. CAC recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. The CAC 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 CAC community on the risks of social media and to ensure all Teams and Association personnel are aware that conduct deemed to be inappropriate may be subject to disciplinary action by the Team, **the Minor Hockey Association, League and/or Hockey Alberta.**

#### 2. SOCIAL MEDIA GUIDELINES

- a) The CAC holds the entire CAC Community 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 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 and comments such as 'texting' are on the record and can be 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 individuals 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 or sending. Once your comments are posted they cannot be retracted. Ultimately, you are solely responsible for your comments.
- f) If requested to participate in an online network, as a direct result of your affiliation with or participation with the Canadian Athletic Club, the club recommends that you request approval from the Team or the Association

### 3. Social Media Violations

The following are examples of conduct through social media and networking mediums that are considered violations of the CAC Social Media and Networking Policy and may be subject to disciplinary action by the **Team, Minor Hockey Association, League and/or Hockey Alberta**.

- 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, Minor Hockey Association**, staff, programs, stakeholders, players of any members of a CAC team.
- d) **Any form of bullying, harassment, intimidation or threat against players or officials.**
- e) Photographs, videos or comments promoting negative influences or criminal behavior, including but not limited to:
  - Drug use,
  - Alcohol abuse,
  - Public intoxication

- Hazing
- Sexual exploitation, etc.

f) Online activity that contradicts the current policies of the CAC.

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.

#### 4. Discipline

**The Canadian Athletic Club , will investigate reported violation(s) of this policy. If the investigation determines that a violation has occurred, CAC will impose an appropriate suspension. Any appeal of the suspension will be dealt with as set out in Minor Hockey Association by-laws appeal process.**

#### 5. Summary

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

Player Name: \_\_\_\_\_

Team: \_\_\_\_\_

Parent/Guardian: \_\_\_\_\_

Date: \_\_\_\_\_

Signature of Parent or Guardian if Under 18

\_\_\_\_\_



## CANADIAN ATHLETIC CLUB

### SOCIAL MEDIA AND NETWORKING POLICY ENFORCEMENT GUIDELINES

Because social media violations may vary in terms of their seriousness and effect, care must be taken to consider sanctions that are appropriate in each situation that presents itself. That is not to say that these types of violations are minor, but rather, some may be more serious than others. This document is intended to assist The Canadian Athletic Club as they assess social media violations.

Factors that can be considered when dealing with social media violations include:

- The intent of the violator
- Whether harm, physical or otherwise, resulted from the violation
- The circumstances of the violation
- The effect the violation had upon its recipient, the recipient's family, the team, the Association, or the community
- Any previous social media violation history

Possible disciplinary measures therefore depend on a number of factors. Please consider the following suggested responses for various conducts:

- Implicit or implied threats of death or serious bodily harm: indefinite suspension, referral to CAC Executives for investigation and punishment.
- Encouraging someone to do themselves serious harm: indefinite suspension, referral to CAC Executives for investigation and punishment
- Posting of pictures of a threatening nature: indefinite suspension, referral to CAC Executives for investigation and punishment (also refer to police)
- Slurs against someone's race, religion, sex or sexual orientation: lengthy suspension
- Slurs against another and/or their family: warning or short suspension
- Posting comments and/or pictures of self of an implied sexual nature: short suspension

- Posting comments and/or pictures of someone else of an implied sexual nature: indefinite suspension, referral to CAC Executives for investigation and punishment. (also may refer to police)
- Gossip - Posting or sending cruel gossip to damage a person's reputation and relationships with friends, family and acquaintances: Warning or short suspension

Breaking into someone's email or other online account and sending messages that will cause embarrassment or damage to the persons reputation and affect his or her relationship with others: indefinite suspension, referral to **CAC** Executives for investigation and punishment (also refer to police)

- Posting or sending unwanted intimidating messages: suspension
- Tricking someone into revealing secrets or embarrassing information, which is then shared online: short suspension