



**CHILLIWACK
BRUINS**
MINOR HOCKEY

Chilliwack Minor Hockey Association

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SOCIAL MEDIA AND NETWORKING POLICY

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The CMHA Social Media and Networking Policy will encompass public communications through internet media and websites such as Twitter, Facebook, Snapchat, Instagram, LinkedIn and any other social media network that allows users to communicate news and opinions online as well as other forms of electronic communication.

The policy will be applicable to all members of the Chilliwack Minor Hockey Association (CMHA) including executive members, coaching & bench staff, teams, CMHA members, on-ice and off ice officials, players, players' family members and supporters.

CMHA recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. CMHA 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 that social media and networking can present.

The purpose of this policy is to educate the CMHA community on the risks of social media and to ensure all CMHA community members are aware that conduct deemed to be inappropriate will be subject to disciplinary action by the CMHA.

When using social media and networking media, the CMHA community should assume at all times that they are representing all members of the Association, the Association itself and the CMHA Governing Associations. All members of the CMHA should remember to use the same discretion with social media and networking (e.g. texting, posting pictures and/or messages online, participating in discussion or chat forums etc.) as they do with other traditional forms of media (e.g. radio, TV, newspaper). In other words, if you would not want a particular picture or message to appear in a traditional newspaper, then it should not appear on social media.

SOCIAL MEDIA GUIDELINES

- a. CMHA holds the entire CMHA 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, association or the 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 media and public. Everyone including the 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. For example, avoid revealing business or game strategy that could provide another team or individual a competitive advantage. Do not discuss injury information about any player. Only divulge information that is considered public.
- e. Use your best judgement 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.
- f. If requested to participate in an online network as a result of your affiliation with or participation in the CMHA, the CMHA recommends that you request approval from the team or the association.

The following are examples of conduct through social media and networking media that are considered violations of the CMHA Social Media and Networking Policy and may be subject to disciplinary action by the Association:

- Any statement deemed to be publicly critical of Association officials or detrimental to the welfare of a member team, the association or an individual, including game officials.
- Divulging confidential information that may include, but is not limited to the following:
 - Player injuries, player movement of game strategies
 - Any other matter of a sensitive nature to a member team, association or individual.
- Negative or derogatory comments about any of the CMHA teams, the associations, the league and/or CMHA programs, stakeholders, players or any members of the CMHA..
- Any form of bullying, harassment, intimidation or threats against players or officials.
- Photographs, video or comments promoting negative influences or criminal behaviour, including but not limited to: drug use, alcohol abuse, public intoxication, hazing, sexual exploitation, etc.
- Online activity that contradicts the current policies of the CMHA or any of its member associations.
- Inappropriate, derogatory, racist or sexist comments of any kind, in keeping with the CMHA policies and regulations on these matters.
- Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

DRESSING ROOM CELL PHONE POLICY

- a. There are no cell phones permitted in any dressing room during CMHA events.
- b. Cell Phones brought to the change room will be secured in the team assigned cell phone storage bag and will be returned to the player/coach at their departure from the arena. Cell phone storage bags will be provided to every team minor peewee and above for both representative and house league teams.
- c. One cell phone per team may be designated as the “music” phone but must be kept at the entrance of the dressing room or in the cell phone bag and blue toothed to a speaker.

- d. Cell phones during team events outside of the dressing room are allowed, but photos, videos and comments must adhere to the CMHA Social Media Policy.
- e. CMHA reserves the right to monitor dressing rooms to ensure this policy is being adhered to at their discretion.

DISCIPLINE

CMHA will investigate reported violation(s) as deemed appropriate by the Association. If the investigation determines that a violation has occurred, the CMHA Discipline Committee will provide the Board with sanction recommendations.