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## SOCIAL MEDIA POLICY

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## **I. INTRODUCTION**

- A. For the purpose of this Social Media Policy, the policy will encompass public communications through all social media platforms that allow users to communicate online (Facebook, Twitter, Instagram, SnapChat, etc.).
- B. The policy will be applicable to all members of Cochrane Minor Hockey (CMH), including staff, Directors, coaches, on-ice and off-ice officials, players and player family members and supporters. CMH recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. CMH also respects the right of all teams and association personnel to express their views publicly.
- C. The purpose of this policy is to educate the members who participate in social media of the risks of social media. This policy is also in place to ensure all Teams and Association personnel are aware that conduct deemed to be inappropriate may be subject to disciplinary action by the team, CMH and/or any governing bodies or leagues.

## **II. SOCIAL MEDIA GUIDELINES**

- A. Anyone who participates in social media is held to the same standards as all other forms of media including radio, television and print. 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.
- B. Language – CMH is proud to be an open, inclusive organization. Individuals participating (team officials, parents, fans, players and game officials) in CMH sanctioned events shall refrain from comments or behaviours, which are disrespectful, offensive, abusive, racist or sexist. Any behaviour which constitutes harassment, abuse or bullying, will not be tolerated.
- C. Privacy/confidentiality – Please be mindful of others; always lean on the side of caution when sharing personal information of others, such as full names and contact information. We encourage our associations to share photos and videos but be aware of the content being shared.
- D. Respect – Any concerns or disputes involving a member organization and another team, referee, Or the CMH should not be dealt with online. Any references or examples of bullying, threats, drug abuse, exploitation and harassment will not be tolerated. Negative and derogatory comments involving any team, association, league, staff, volunteers, programs, stakeholders, players or any RHL member are considered violations.
- E. Endorsements - Any retweets, shares, likes, etc. could be considered endorsements. When sharing content created by a third party, you are endorsing that company as having a similar organizational message. Be mindful of the source you are sharing content from.

### **III. SOCIAL MEDIA VIOLATIONS**

- A. The following are examples of conduct through social media that are considered violations of the CMH Social Media Policy and may be subject to disciplinary action by the team or CMH:
- i. Any statement deemed to be publicly critical of CMH officials or detrimental to the welfare of a member team, the Association or an individual.
  - ii. Divulging confidential information that may include, but is not limited to:
    - a. Negative or derogatory comments about teams, local minor hockey associations, and/or CMH programs, stakeholders, players or any member of another team.
    - b. Any form of bullying, harassment, intimidation or threats against players or officials.
    - c. Photographs, video or comments promoting negative influences or criminal behaviour, including but not limited to:
      - (i) Drug use
      - (ii) Alcohol abuse
      - (iii) Public intoxication
      - (iv) Hazing
      - (v) Sexual exploitation
      - (vi) Online activity that contradicts the current policies of CMH
      - (vii) Inappropriate, derogatory, racist, or sexist comments of any kind
      - (viii) Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

### **IV. DISCIPLINE**

- A. All violations of this Policy will be addressed by the CMH Board of Directors. Disciplinary actions may include:
- i. For Players:
    - a. Written reprimand to be placed in an individual's file.
    - b. Written or verbal apology by the individual.
    - c. Suspension from certain CMH events which may include suspension from the current game or competition or from future competitions.
    - d. Suspension from certain or all CMH activities (e.g., competing, coaching or officiating) for a designated period of time.
  - ii. For Parents/Player Supporters:
    - e. Written or verbal apology by the individual.
    - f. Suspension from certain CMH events which may include suspension from the current game or competition or from future competitions .
    - g. Suspension from certain or all CMH activities (e.g., competing, coaching or officiating) for a designated period of time .
    - h. The parent or player supporter's child/children being suspended from certain CMH events, competitions, etc.

- iii. For Staff, Directors, Coaches or Officials:
  - i. Written or verbal apology by the individual.
  - j. Suspension from certain CMH events which may include suspension from the current game or competition or from future competitions.
  - k. Suspension from certain or all CMH activities (e.g., competing, coaching or officiating) for a designated period of time.
  - l. Permanent removal from CMH staff, Board of Directors or other positions, volunteer or otherwise.

## **V. SUMMARY**

Social media is a very powerful tool; let's use that power to promote one another, not degrade one another. Every individual using social media should assume, at all times that they are representing CMH and its fellow members.



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