



BC HOCKEY SOCIAL MEDIA GUIDELINES

BC Hockey, member partner of Hockey Canada, is committed to providing an environment to lead, develop and promote positive hockey experiences. Any form of harassment using electronic devices commonly known as cyber bullying by coaches, other parents, volunteers, officials, bench staff, other team mates and competitors will not be tolerated.

[CLICK HERE FOR THE BC HOCKEY POLICY MANUAL](#)

What is cyberbullying?

Cyberbullying is the use of any electronic communication device to convey a message in any form (text, image, audio or video) that defames, intimidates, harasses or is otherwise intended to harm, insult or humiliate another in a deliberate, repeated or hostile and unwanted manner under a person's true or false identity. In addition, any communication of this form that disputes or prevents a safe and positive environment may also be considered cyberbullying.

Social Media Guidelines

- a) BC Hockey holds the entire BC Hockey membership 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, Associations, and Leagues, BC Hockey or an individual will not be tolerated and will be subject to disciplinary action.
- c) It should be recognized that social media comments are on the record and 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 individual a competitive advantage. Furthermore, 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. 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) If requested to participate in an online network, as a direct result of your affiliation with or participation in Hockey in BC and the Yukon, BC Hockey recommends that you request approval from your team or Minor Hockey Association.

Social Media Violations

The following are examples of conduct through social media and networking mediums that are considered violations of the BC Hockey social media policy and may be subject to disciplinary action by the team, Minor Hockey Association, League and/or BC Hockey.

- a) Any statement deemed to be publicly critical of Association officials or detrimental to the welfare of a member of a team, association, league, BC Hockey or individual.
 - b) Divulging confidential information that may include, but is not limited to the following:
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- Player injuries;
- Trades or other player movement;
- Game strategies; or
- Any other matter of a sensitive nature to a member of a team, association, league, BC Hockey or an individual

c) Negative or derogatory comments about any team, association, league, BC Hockey staff, volunteers, programs, stakeholder, players or any BC Hockey member.

d) Any form of bullying, harassment or threats against players or officials.

e) Photographs, video 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 Hockey Canada, BC Hockey or any of its member associations.

g) Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with BC Hockey policies and regulations on these matters.

h) Online activity that is meant to alarm other individuals or to misrepresent fact or truth.
