

FIELD HOCKEY ALBERTA



Social Media Policy

From: Field Hockey Alberta - Policies Manual 2021
Voted Approved by the FHA Board Jan 2022

SOCIAL MEDIA POLICY

Definitions

1. The following terms have these meanings in this Policy:
 - a) *“Discipline Chair or Independent Case Manager”* – The person or organization appointed by FHA to oversee management and administration of complaints, as applicable.
 - b) *“Individuals”* – All individual categories of membership defined in FHA’s Bylaws, as well as all individuals employed by, or engaged in activities with, FHA including, but not limited to, athletes, coaches, referees, officials, volunteers, managers, administrators, committee members, parents/guardians and spectators at events, and Directors and Officers of FHA
 - c) *“Person in Authority”* – An Individual who holds a position of authority within FHA including, but not limited to, coaches, managers, support personnel, chaperones, and Directors
 - d) *“Social media”* – The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, YouTube, Facebook, Instagram, Tumblr, Snapchat, and Twitter.

Preamble

2. FHA is aware that Individual interaction and communication occurs frequently on social media. FHA cautions Individuals that any conduct falling short of the standard of behaviour required by FHA’s *Code of Conduct and Ethics* will be subject to the disciplinary sanctions identified within FHA’s *Discipline and Complaints Policy*.

Application of this Policy

3. This Policy applies to all Individuals.

Conduct and Behaviour

4. Per FHA’s *Discipline and Complaints Policy* and *Code of Conduct and Ethics*, the following social media conduct may be considered minor or major infractions at the discretion of the Discipline Chair or Independent Case Manager:
 - a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an Individual, at FHA, or at other individuals connected with FHA
 - b) Posting a picture, altered picture, or video on a social medium that is harmful, disrespectful, insulting, embarrassing, suggestive, provocative, or otherwise offensive, and that is directed at an Individual, at FHA, or at other individuals connected with FHA
 - c) Creating or contributing to a Facebook group, webpage, Instagram account, Twitter feed, blog, or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about FHA, its stakeholders, or its reputation
 - d) Any instance of cyber-bullying or cyber-harassment between one Individual and another Individual (including a teammate, coach, opponent, volunteer, or official), where incidents of cyber-bullying and cyber-harassment can include but are not limited to the following conduct on any social medium, via text-message, or via email: regular insults, negative comments, vexatious behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour.
5. All conduct and behaviour occurring on social media may be subject to FHA’s *Discipline and Complaints Policy* at the discretion of the Discipline Chair or Independent Case Manager.

Individuals Responsibilities

6. Individuals should be aware that their social media activity may be viewed by anyone; including FHA.
7. The content of all electronic communication between Persons in Authority and athletes must be professional in tone and for communicating information related to team issues or activities.

8. No sexually explicit language or imagery or sexually oriented conversation is permitted.
9. If FHA unofficially engages with an Individual in social media (such as by retweeting a tweet or sharing a photo on Facebook) the Individual may, at any time, ask FHA to cease this engagement.
10. Persons in Authority may only send group texts, direct messages on social media or emails when communicating information related to team issues and activities (e.g., non-personal information). When communicating with a minor- parents/guardians must be included on all messages.
11. When using social media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with FHA.
12. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to FHA's *Discipline and Complaints Policy*.
13. An individual who believes that an Individual's social media activity is inappropriate or may violate FHA's policies and procedures should report the matter to FHA in the manner outlined by FHA's *Discipline and Complaints Policy*.