



## **KITCHENER RINGETTE ASSOCIATION MEDIA AND NETWORKING POLICY**

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### **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. The policy will be applicable to all members of the KRA Community, including Board members, Teams, on-ice and off-ice officials, players, and players' family members.

The KRA recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. The KRA 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 KRA 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 Ringette Association, League and/or the KRA.

### **2. SOCIAL MEDIA GUIDELINES**

a) KRA holds the entire KRA 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, the Association 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 judgment 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.

### 3. SOCIAL MEDIA VIOLATIONS

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

- 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; trades or other player movement; 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 Ringette Association, League and/or KRA staff, programs, stakeholders, players or any member of a KRA Team.
- 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 the KRA or any of its member Associations.
- g) Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with the KRA policies and regulations on these matters.
- h) Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

### 4. DISCIPLINE

The Team, League and/or KRA will investigate reported violation(s) of this policy in the manner set out in the KRA Handbook for other types of violations. If the investigation determines that a violation has occurred, the Team, League and/or the KRA board will impose an appropriate suspension.

### SUMMARY

When using social media and networking mediums, the KRA community should assume at all times they are representing KRA and/or its member Associations or Teams. All members of the KRA community should remember to use the same discretion with social media and networking as they do with other traditional forms of media. Should the identity or image of any member of the KRA Community be used in Social Media and Networking without the Individual, Team or Association authorization, this is considered to be identity theft. Please notify your KRA Team Management or the KRA Office immediately. Any use of a player or team member's image or likeness without the written consent of the KRA is strictly prohibited.