



Smoky Lake Minor Hockey

Smoky Lake Minor Hockey Association- Social Media Policy

Smoky Lake Minor Hockey Association (SLMHA) is committed to respectful behavior and conduct both on and off the ice, and works to eliminate any disrespectful conduct and discriminatory practices including abuse, neglect and harassment.

Unacceptable Conduct is not condoned by SLMHA on any personal accounts or other social media channels. This includes conduct by staff, volunteers, players, officials, Member organizations, stakeholders or any member of the hockey community.

The following examples of unacceptable conduct are considered contrary to SLMHA's social media guidelines and subject to disciplinary action:

- Bullying, harassment, intimidation, or threats of any type.
- Making negative or derogatory comments about, or statements deemed detrimental to the welfare of, any individual or group.
- Divulging confidential information or any other matter of a sensitive nature.
- Posting photographs, video or comments promoting negative influences or criminal behavior, including but not limited to drug use, alcohol abuse, public intoxication, hazing, and sexual harassment.
- Undertaking activity that contradicts the current policies of Hockey Alberta or any of its Member organizations.
- Undertaking activity that is meant to alarm other individuals or to misrepresent fact or truth.

Reports of unacceptable conduct on social media will be investigated, and offenders will be brought forward and dealt with by the SLMHA Board. Each case will be reviewed separately by the SLMHA board, where a decision will be made and delivered to the individual committing the offence. Where the unacceptable conduct involves abuse, neglect or harassment of any type, and SLMHA has a reasonable belief such unacceptable conduct has occurred, the matter may be turned over to the RCMP or other appropriate external authorities.

SLMHA has the right to gather information from sources linked to all bullying incidents.

SLMHA's preference is to educate, inform and help develop positive habits when unacceptable or inappropriate comments or posts occur on its social media channels. When required, disciplinary action or sanction will be assessed toward the individual making the unacceptable posts.



Smoky Lake Minor Hockey

Consequences for players of incidents which are found to be legitimate are as follows:

Level 1: Communication and meeting between the parents/child and SLMHA Board, retake of the Respect in Sport for the parent/guardian.

Level 2: Two (2) game suspension.

Level 3: Suspension for remainder of year. No refund of fees is permitted at any time of the season.

Level 4: Complete expulsion from SLMHA. No refund of fees is permitted at any time of the season.

The SLMHA is committed to providing a sport, work, and volunteer environment in which all individuals are treated with respect and dignity. Everyone has the right to participate in an environment which promotes equal opportunities and prohibits discriminatory practices. The SLMHA will not tolerate acts of harassment, abuse, bullying, hazing, or other such behaviours.

Best Practices in Social Media – General Advice and Tips

Social Media has placed increased pressure on everyone. News, comments, and opinions are shared immediately. Your personal reputation, as well as your organization is at stake, with every post. Therefore, before you post....T-H-I-N-K!

T - Is it True?

H – Is it Hurtful?

I – Is it Illegal?

N – Is it Necessary?

K – Is it Kind?

Based on your answers to these five questions, THINK about whether the post should be made. Would you say it to someone in person? If not, it is probably not a suitable post for any medium. If the post is suitable to share, here are some ways to help get maximum readership for your

post, while also representing yourself, your organization, and Hockey Alberta positively:

- Be creative and engaging, positive and professional.
- Celebrate achievements.
- Spellcheck and use proper grammar.
- Choose the social media platform(s) that best suit your targeted audience.
- Find the balance between originality and following trends.
- Engage follows and make them feel part of the team.



Smoky Lake Minor Hockey

- Observe and take part in global social media trends.

Dealing with Negative Posts

- Screenshot the post, so you have evidence if it is subsequently deleted.
- Don't feel obligated to answer EVERY negative tweet, message, etc.
- When responding, always be professional.
- Encourage them to email, or even call if they have an issue.
- Don't engage in an argument – social media arguments are a spectator sport.

