



SOOKE & DISTRICT MINOR HOCKEY ASSOCIATION

PO BOX 383
SOOKE, BC V9Z 1G1
www.sookeminorhockey.ca

Social Media Policy

Introduction

The Sooke & District Minor Hockey Association (SDMHA) recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. The SDMHA also respects the right of all teams and Association personnel to express their views publicly. However, everyone is expected to conduct themselves within the standard of behaviour outlined in this policy.

Effective Date

October 27, 2021

Purpose

The purpose of this policy is to educate SDMHA members, parents, teams and coaches 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 SDMHA.

Scope

The policy is applicable to all members of the SDMHA, including Association Directors and staff, teams, on-ice and off-ice officials, players, players' family members and supporters. This policy encompasses public communications through all social media platforms that allow users to communicate online, including but not limited to: Twitter, RAMP Phone App, Facebook, Snapchat, Instagram, blogs, YouTube, etc.

Social Media Guidelines

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.

It should be recognized that social media is on the record and can be 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.

Language – The SDMHA is proud to be an open, inclusive organization. Members of the SDMHA shall refrain from comments or behaviours, which are disrespectful, offensive, abusive, racist or sexist. In particular, behaviour, which constitutes harassment, abuse or bullying, will not be tolerated.

Be mindful of privacy/confidentiality – Always lean on the side of caution when sharing the personal information of players, such as full names and contact information. We encourage our associations to share photos and videos but be aware of the content being shared.

Respect – Any concerns or disputes involving a member organization and another team, referee, or the SDMHA 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, staff, volunteers, programs, stakeholders, players or any SDMHA member are considered violations.



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Social Media Violations

The following are examples of conduct through social media that are considered violations of the SDMHA Social Media Policy and may be subject to disciplinary action by the SDMHA.

Any statement deemed to be publicly critical of Association officials or detrimental to the welfare of a member team, the Association or an individual.

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 of a team, association, league, BC Hockey or an individual

Negative or derogatory comments about teams, and/or SDMHA programs, stakeholders, players or any member of another team.

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

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.

Online activity that contradicts the current policies of the SDMHA.

Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with the SDMHA code of conduct.

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

Discipline

All violations of this Policy will be addressed through the SDMHA disciplinary committee.

Summary

When using social media, each member should assume at all times they are representing the SDMHA. All members of the SDMHA should remember to use the same discretion as they do with other traditional forms of media.

References

- BC Hockey Social Media Guidelines
- BC Hockey Policy Manual Section 4.07: Social Media Policy
- VIAHA Policy Manual Section 10: Social Media Policy