



**VISION:** *Promoting community values and building life skills through the sport of hockey, now and in the future.*

**MISSION STATEMENT:** *To provide opportunities for all community members to participate in a quality hockey program that promotes community values and develops life skills in an enjoyable, safe and positive environment.*

### **Social Media Policy**

Whitecourt Minor Hockey is committed to respectful behaviour 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 Whitecourt Minor Hockey on any Whitecourt Minor Hockey, personal or other social media channel or account. This includes conduct by staff, volunteers, players, officials, stakeholders or any member of the hockey community.

The following examples of unacceptable conduct are considered contrary to Whitecourt Minor Hockey'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 behaviour, including but not limited to drug use, alcohol abuse, public intoxication, hazing, and sexual harassment.
- Undertaking activity that contradicts the current policies of Whitecourt Minor Hockey
- Undertaking activity that is meant to alarm other individuals or to misrepresent fact or truth.

When unacceptable conduct is discovered on social media by staff, volunteers or program areas directly controlled by Whitecourt Minor Hockey, details of the unacceptable conduct will be provided for review to the appropriate board member.

Whitecourt Minor Hockey'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. Depending on the nature of the infraction, discipline or sanction can include the individual being banned or blocked from Whitecourt Minor Hockey's social media channels, suspension from or being relieved of employment or volunteer status, to the RCMP or other authorities being called.

### **PROCESS AND PROCEDURE**

When a situation of unacceptable conduct on social media is identified involving staff, volunteers or program areas directly controlled by Whitecourt Minor Hockey, the following process will occur:

- 1 Acknowledgement: the allegation will be acknowledged by the Whitecourt Minor Hockey board.
- 2 Investigation: a thorough investigation will be conducted, with findings to Whitecourt Minor Hockey's board. During the period of the investigation, if the unacceptable conduct occurred on a Whitecourt Minor Hockey social media

- channel, the individual will be blocked from having access to post on those channels.
- 3 Hearing: if the investigation determines sufficient evidence to proceed, the individual will be notified and given the opportunity to present evidence in his/her defence.
  - 4 Sanctions: based on the evidence presented at the hearing, a determination will be made on whether sanction is required.
  - 5 Appeal: the individual may appeal the sanction, using the specified appeal process.
  - 6 Document retention: if/when an appeal is heard, all final decisions and other applicable information will be stored according to Whitecourt Minor Hockey's document retention policy.

NOTE: Where the unacceptable conduct involves abuse, neglect or harassment of any type, and Whitecourt Minor Hockey has a reasonable belief such unacceptable conduct has occurred, the matter may be turned over to the RCMP or other appropriate external authorities.

### **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 and Whitecourt Minor Hockey 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 team, and Whitecourt Minor Hockey 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
- 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

### **Social Media Guidelines – Whitecourt Minor Hockey Officials**

These guidelines are applicable to all members of the Whitecourt Minor Hockey's Officials community, including committee members and staff, on-ice and off-ice officials.

The guidelines include communications through all social media channels, electronic messaging (such as texting), Internet media and websites.

When using social media and networking mediums, Whitecourt Minor Hockey's officials should assume at they are representing Whitecourt Minor Hockey and should conduct themselves in an appropriate and professional manner. Once comments are posted or sent they cannot be retracted. Ultimately, each individual official is solely responsible for his/her comments.

- Use your best judgment – THINK before posting or sending.
- Comments of an inappropriate nature which are detrimental to Whitecourt Minor Hockey, a team fellow officials or any individual are not tolerated and are subject to disciplinary action.
- Do not divulge confidential information about an individual or team, including business or game strategy that could give someone else a competitive advantage.
- Do not discuss injury information about any player.
- If requested to participate in an online network, as a direct result of your affiliation with or participation in Whitecourt Minor Hockey you should request approval from the Whitecourt Minor Hockey board.
- On-ice officials are not to post on social media within two hours of the start of a game and one hour following completion.