

YKMHA Social Media Policy

Approved: June 28, 2016

Purpose

Social media is a very powerful tool when used appropriately. It can also be very damaging when used inappropriately. The purpose of this policy is to provide the membership what is deemed acceptable and unacceptable use of social media.

Scope

This policy applies to every member of the association and includes but is not limited to parents, coaches, players, managers, volunteers and the executive.

Policy

The Social Media Policy will outline the use of social media platforms for YKMHA participants. YKMHA encourages all participants to be actively involved with social media as topics relate to hockey. YKMHA will view these comments/posts as public information.

Social Media is all on-line communications, which include but are not limited to

- 1) Facebook
- 2) Twitter
- 3) Instagram
- 4) Blogs
- 5) Pinterest
- 6) Snapchat
- 7) Flickr
- 8) You Tube

Acceptable Uses

YKMHA encourages the use of Social Media in a positive manner in that the use of social media can assist with promotion. Positive comments online promote events and the sport of hockey.

YKMHA Executive maintains two Facebook Pages that members are highly encouraged to join. Yellowknife Minor Hockey Association Facebook Page allows for us to communicate with our members. Yellowknife Minor Hockey Equipment Swap allows our members to buy sell and trade hockey gear.

Guidelines

The following items will outline guidelines of YKMHA Social Media Policy and may be subject to disciplinary action by the Team or Association.

- 1) Personal contact or confidential information must not be posted on Social Media. This includes other participants of YKMHA
- 2) Once something has been posted to Social Media it will be recognized as public comment, Social Media is now considered the same as all other forms of media.
- 3) Do not use words or expressions that could be interpreted as racist, sexist or prejudicial.
- 4) Do not bully, harass or make threats against players, volunteers, coaches or officials.
- 5) Do not post written posts, photographs or video comments promoting negative influences or criminal behaviour.
- 6) Do not post inappropriate pictures. Posting pictures can be taken out of context and reproduced on other websites.
- 7) Do not post material that can negatively impact any player, coach, official or volunteer. This includes passive aggressive posts where a name is not mentioned but a circumstance is described so that everyone knows what and who you are talking about.

Violations

Violations of the outlined guidelines that are reported to YKMHA Executive will be subject to an investigation. If a violation is found to have occurred, the participant will be subject to disciplinary action under YKMHA Code of Conduct.