



PELHAM MINOR HOCKEY ASSOCIATION

SOCIAL MEDIA AND NETWORKING POLICY



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, MySpace, LinkedIn, SnapChat, Instagram, Youtube, and any other social media network that allows users to communicate online or through personal online accounts.

The policy will be applicable to all members of the PMHA Community, including Directors, Teams, PMHA members and staff, on-ice and off-ice officials, billets, players, players' family members and supporters.

The PMHA recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. The PMHA 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 PMHA 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 Ontario Minor Hockey Association, the League and/or the PMHA.**

2. GUIDELINES

- a. The PMHA holds the entire PMHA 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.

f. If requested to participate in an online network, as a direct result of your affiliation with or participation in the PMHA, the PMHA recommends that you request approval from the Team or the Association.

g. Players or hockey operations staff are not permitted to participate in social media or networking two (2) hours prior to the start of a PMHA game and at least one (1) hour following the completion of a PMHA game.

3. VIOLATIONS

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

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 Hockey Association, League and/or PMHA staff**, programs, stakeholders, players or any member of a PMHA 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 PMHA or any of its member Associations.

g) Inappropriate, criticizing, derogatory, racist, or sexist comments of any kind, in keeping with the PMHA policies and regulations on these matters....especially if directed at another participant, parent, staff member, Town employee, game official, spectator or family member.

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

4. DISCIPLINE

The Team, Minor Hockey Association, League and/or the PMHA will investigate reported violation(s) of this policy. If the investigation determines that a violation has occurred, the Team, Minor Hockey Association, League and/or the PMHA Board / PMHA Committees will impose an appropriate suspension. Any appeal of the suspension will be dealt with as set out in a Minor Hockey Association, League and/or PMHA Handbook for other types of suspensions.

5. SUMMARY

When using social media and networking mediums, the PMHA community should assume at all times they are representing the PMHA and/or its member Associations or Teams. All members of the PMHA 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 PMHA 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 PMHA Team Management or the PMHA Executive immediately. Any use of a player or team member's image or likeness without the written consent of the PMHA and member is strictly prohibited. Also, any use of the PMHA logo or PMHA name attached to such social media postings which relates the PMHA and its members and/or to comments or posts is prohibited.