

# SOCIAL MEDIA AND NETWORKING CONDUCT



## PRINCIPLES

- A. For the purpose of this Social Media and Networking Policy, the policy will encompass public communications through such internet mediums and all social media websites or networks that allow users to communicate online, as well as other forms of electronic communication, but not limited to, methods such as iMessage or 'texting'.
- B. The policy will be applicable to all members of the WMHA Community, including teams, coaches, WMHA members and executive, on-ice and off-ice officials, players, players' family members and supporters.
- C. WMHA recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. WMHA also respects the rights 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 WMHA 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, league and/or West 39 Minor Hockey Association.
- D. Social Media Guidelines are as follows:
  - a. WMHA holds the entire WMHA 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, WMHA or an individual will not be tolerated and will be subject to disciplinary action.

- c. It should be recognized that social media and comments such as 'texting' are 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.
  - d. Refrain from divulging confidential information of a personal or team related nature. 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 or sending. Once your comments are posted or sent, they cannot be retracted. Ultimately, you are solely responsible for your comments.
- E. The following are examples of conduct that would be considered unacceptable:
- a. Bullying, harassment, intimidation or threats of any type.
  - b. Making negative or derogatory comments about, or statements deemed detrimental to the welfare of, any individual or group.
  - c. Divulging confidential information or any other matter of a sensitive nature.
  - d. 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.
  - e. Undertaking activity that contradicts the current policies of Hockey Alberta or any of its Member organizations.
  - f. Undertaking activity that is meant to alarm other individuals or to misrepresent fact or truth.