

SOCIAL MEDIA POLICY

Strathroy District Minor Hockey Association

Social Media Policy

2019

The Executive of SDMHA has adopted the following Social Media 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 Email, Twitter, Facebook, MySpace, LinkedIn, Foursquare and any other social media network that allows users to communicate online.

The policy will be applicable to all members of the SDMHA, including Executive, Teams, SDMHA members, parents/guardians, staff, on-ice and off-ice officials, players.

SDMHA recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. SDMHA 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 SDMHA Community on the risks of social media and to ensure all Teams and Association personnel are aware that conduct deemed to be inappropriate will be subject to disciplinary action by the SDMHA .

2. SOCIAL MEDIA GUIDELINES

a) SDMHA holds all members who participate 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, parents/guardians, 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.

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) Inappropriate comments or remarks from another association should be reported to the SDMHA board for immediate follow-up.

3. SOCIAL MEDIA VIOLATIONS

The following are examples of conduct through social media and networking mediums that are considered violations of the SDMHA Social Media and Networking Policy and may be subject to disciplinary action by the Strathroy District Minor Hockey Association.

- 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: any matter of a sensitive nature to a member Team, SDMHA or any individual.
- c) Negative or derogatory comments about any member of the Team, SDMHA, League staff, programs, stakeholders, players or any member of an opposing team.
- d) Any form of bullying, harassment or threats against players or officials.
- e) Photographs, video or comments promoting negative influences or criminal behavior.
- f) Online activity that contradicts the current policies of the SDMHA.
- g) Inappropriate, derogatory, racist, or sexist comments of any kind.
- h) Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

4. DISCIPLINE

The SDMHA will investigate reported violation(s) of this policy. Failure to comply with this Code of Conduct may result in disciplinary action in accordance with the Discipline policy and guidelines of the SDMHA. Such action may result in the member losing the privileges that come with membership in the SDMHA, including the opportunity to participate in SDMHA activities.

5. SUMMARY

All members of SDMHA should remember to use the same discretion with social media and networking as they do with other traditional forms of media.

SDMHA members agree to adhere to all conditions set forth within the Social Media Policy. It is understood that violating the guidelines set forth within the policy will lead to appropriate disciplinary action against both parents and or child/player.