



**KAWARTHA MINOR HOCKEY ASSOCIATION  
SOCIAL MEDIA AND NETWORKING POLICY  
JANUARY 2015**

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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, Snapchat, Instagram, LinkedIn, and any other social media network that allows users to communicate online as well as other forms of electronic communication.

The policy will be applicable to all members of the Kawartha Minor Hockey Association (KMHA), including Board Members, Coaching & Bench Staff, Teams, KMHA members, on-ice and off-ice officials, players, players' family members and supporters.

The KMHA recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. The KMHA 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 KMHA 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 KMHA.

When using social media and networking mediums, the KMHA community should assume at all times they are representing all members of the Association, the Association and the KMHA Governing Associations. All members of the KMHA community should remember to use the same discretion with texting, etc., social media and networking as they do with other traditional forms of media.

**SOCIAL MEDIA GUIDELINES**

- a) KMHA holds the entire KMHA 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 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. 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 or sending. Once your comments are posted or sent they cannot be retracted. Ultimately, you are solely responsible for your comments.

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

### **SOCIAL MEDIA VIOLATIONS**

The following are examples of conduct through social media and networking mediums that are considered violations of the KMHA Social Media and Networking Policy and may be subject to disciplinary action by the 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:

- player injuries; 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 KMHA Teams, the Association, the League(s) and/or KMHA programs, stakeholders, players or any members of the KMHA.

d) Any form of bullying, harassment, intimidation 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 KMHA or any of its member Associations.

g) Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with the KMHA policies and regulations on these matters.

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

### **DISCIPLINE**

KMHA will investigate reported violation(s) of this policy as deemed appropriate by the Association. If the investigation determines that a violation has occurred, the KMHA will impose an appropriate sanction as outlined in the KMHA Code of Conduct including the Appeal process.