

# SOCIAL MEDIA POLICY

## Summary

When using social media and networking mediums, the Halifax Hawks Minor Hockey Association members should assume at all times they are representing the Halifax Hawks Minor Hockey Association or its member Associations or Teams. All members of the Halifax Hawks Minor Hockey Association should remember to use the same discretion with social media and networking as they do with other traditional forms of media.

The Halifax Hawks Minor Hockey Association members agree to adhere to all conditions set forth with in the Social Media Policy. It is understood that violating the guidelines set fourth within the policy will lead to appropriate disciplinary action against both parents and or child/player.

## 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, Foursquare and any other social media network that allows users to communicate online.

The policy will be applicable to all members of the Halifax Hawks Minor Hockey Association, including Directors, Teams, the Halifax Hawks Minor Hockey Association members and staff, on-ice and off-ice officials, players, players' family members and supporters. The Halifax Hawks Minor Hockey Association recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders.

The Halifax Hawks Minor Hockey Association 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 Halifax Hawks Minor Hockey Association 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 or the Halifax Hawks Minor Hockey Association.

## Social Media Guidelines

- The Halifax Hawks Minor Hockey Association 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.
- 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.
- 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.
- 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.
- 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.

## Social Media Violations

The following are examples of conduct through social media and networking mediums that are considered violations of the Halifax Hawks Minor Hockey Association Social Media and Networking Policy and may be subject to disciplinary action by the Team or the Halifax Hawks Minor Hockey Association:

- Any statement deemed to be publicly critical of Association officials or detrimental to the welfare of a member Team, the Association or an individual.
- Divulging confidential information that may include, but is not limited to the following: player injuries; game strategies; or any other matter of a sensitive nature to a member Team, the Halifax Hawks Minor Hockey Association or any individual.
- Negative or derogatory comments about any member of the Team, the Halifax Hawks Minor Hockey Association, League staff (including officials), programs, stakeholders, players or any member of an opposing team.
- Any form of bullying, harassment or threats against players or officials.
- Photographs, video or comments promoting negative influences or criminal behavior.
- Online activity that contradicts the current policies of the Halifax Hawks Minor Hockey Association.
- Inappropriate, derogatory, racist, or sexist comments of any kind.
- Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

## Discipline

The Team or the Halifax Hawks Minor Hockey Association will investigate reported violation(s) of this policy in the manner set out in the Halifax Hawks Minor Hockey Association By-Laws for other types of violations. If the investigation determines that a violation has occurred, the Team and or the Halifax Hawks Minor Hockey Association will impose appropriate disciplinary actions.