



Social Media Policy

Introduction

For the purpose of this Social Media Policy, the policy will encompass public communications through such Internet mediums and websites as Twitter, Facebook, Instagram, LinkedIn, and any other social media network that allows users to communicate online. The policy will be applicable to all members of the Bedford District Minor Hockey Association (BDMHA) Community, including Board of Directors, Teams, staff, on-ice and off-ice officials, billets, players, players' family members and supporters.

The BDMHA recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. The BDMHA 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 BDMHA 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 League and/or the BDMHA.

Social Media Guidelines

- a) The BDMHA holds the entire BDMHA 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 BDMHA 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 BDMHA 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 BDMHA, the BDMHA recommends that you request approval from the Team or the BDMHA.

Social Media Violations

The following are examples of conduct through social media and that are considered violations of the BDMHA Social Media Policy and may be subject to disciplinary action by the Team, League and/or BDMHA.

- a) Any statement deemed to be publicly critical of BDMHA 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 BDMHA or an individual.
- c) Negative or derogatory comments about a team, League, programs, stakeholders, players or any member of the BDMHA.
- 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 BDMHA.
- g) Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with the BDMHA policies and regulations on these matters, such as the BDMHA Fair Play policy.
- h) Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

Should the identity or image of any member of the BDMHA Community be used in Social Media and without the Individual, Team or Association authorization, this is considered to be identity theft. Please notify your BDMHA Team Management or the BDMHA Board immediately. Any use of a player or team member's image or likeness without the written consent of the BDMHA is strictly prohibited.

Discipline

The Team, League and/or the BDMHA will investigate reported violation(s) of this policy in the manner determined by the Team, League and/or BDMHA staff for other types of violations. If the investigation determines that a violation has occurred, the Team, League and/or the BDMHA Chairperson of the Division involved will impose an appropriate suspension. Any appeal of the suspension will be dealt with as set out in a League and/or BDMHA related policies for other types of suspensions. When using social media mediums, the BDMHA community should assume at all times they are representing the BDMHA. All members of the BDMHA community should remember to use the same discretion with social media as they do with other traditional forms of media.