



SMHA Social Media Policy

1. INTRODUCTION

The Social Media Policy encompasses public communications through any internet mediums, including websites and social media networks, that allows users to communicate online, as well as other forms of electronic communications including emailing and texting, TeamSnap and RAMP Team App, etc. The policy is applicable to all members of the Stettler Minor Hockey Association (SMHA) Community, including, but not limited to its Executive, Directors, Managers, Coaches, Players, On-Ice and Off-Ice Officials, Players' Family Members and Supporters. SMHA recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. SMHA also respects the right of all members of the SMHA Community to express their views publicly, however, we must be aware of the dangers that social media and networking can present. The purpose of the Social Media Policy is to educate the SMHA Community on the risks of social media and to ensure all team and association personnel are aware that conduct deemed to be inappropriate may be subject to disciplinary action by the Team, the League and/or SMHA.

2. SOCIAL MEDIA GUIDELINES

- a) SMHA holds the entire SMHA Community 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 and comments such as text messaging are on the record and can be instantly published and available to the public. Everyone, including Association and/or Team personnel, Players, Corporate Sponsors, and other members of the SMHA Community can review social media communications. You should always conduct yourself in an appropriate and professional manner.
- 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.

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 the SMHA, the SMHA recommends that you request approval from the Team or the Association

g) Players or hockey operations staff are not permitted to participate in social media or networking two (2) hours prior to the start of a SMHA game and at least one (1) hour following the completion of a SMHA game, other than to post information through TeamSnap or RAMP Team App, text messages or emails, regarding availability, travel conditions, facility locations, dressing room assignments, etc.

3. SOCIAL MEDIA VIOLATIONS

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

a) Any statement deemed to be publicly critical of members of the SMHA Community, 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) 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, or
- sexual exploitation, etc.

f) Online activity that contradicts the current policies of SMHA or any of its member Associations.

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

SMHA will investigate reported violations of this policy. Disciplinary action may result if it is determined that members of the SMHA Community are in violation of the Social Media Policy.

5. SUMMARY

When using social media and networking mediums, the SMHA Community should assume that they are representing SMHA and/or its members or Teams. All members of the SMHA Community should remember to use the same discretion with text messaging, emailing, social media and networking, TeamSnap and RAMP Team App, as they do with other traditional forms of media. Members of the SMHA Community should behave in an appropriate and professional manner when utilizing social media and networking mediums.