

<b>TITLE</b>	<b>SOCIAL MEDIA</b>
<b>POLICY #</b>	Safety - 9.5
<b>APPROVED DATE</b>	April 25, 2024
<b>REVISED DATE</b>	
<b>OWNED BY</b>	Executive Committee

## **1.0 OVERVIEW**

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, Instagram, LinkedIn, Snapchat, Tik Tok, Gaming and any other social media network that allows users to communicate online.

The policy will be applicable to all members of the Banff Minor Hockey Association (BMHA) including Executive, Directors, Coordinators, Teams, BMHA members and staff, on-ice and off-ice officials, players, players parents, players' family members and supporters.

BMHA recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. BMHA also respects the right of all teams and BMHA personnel/volunteers to express their views publicly. At the same time, we must be aware of the dangers social media and networking can present.

## **2.0 POLICY**

### **2.1 Social Media Guidelines**

**2.1.1** BMHA 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.

**2.1.2** Comments or remarks of an inappropriate nature which are detrimental to a team, BMHA or an individual will not be tolerated and may be subject to disciplinary action.

**2.1.3** It should be recognized that social media comments are on record and instantly published and available to the public and media. Everyone including the BMHA 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.

**2.1.4** Members who participate in social media and networking are prohibited from divulging confidential information relating to a personal or team nature. They must not reveal business or game strategy that could provide another team or individual a competitive advantage. Furthermore, they must not discuss injury information about any player. Only divulge information that is considered public information.

**2.1.5** 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.

**2.1.6** Players, parents, BMHA members and/or Staff are not permitted to participate in a negative manner, in social media or networking 30 minutes prior to the start of a game and at least 45 minutes following the completion of a game.

**2.1.7** If a post is made that is causing a negative reaction for BMHA and you are asked to remove the post, if you do not abide by the request, you could be held accountable and subject to disciplinary action from BMHA.

## **2.2 Social Media Violations**

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

**2.2.1** Any statement deemed to be publicly critical of BMHA, officials or detrimental to the welfare of a member team or an individual.

**2.2.2** 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, BMHA or any individual.

**2.2.3** Negative or derogatory comments about any member of the team, BMHA, league staff, programs, stakeholders, players or any member of an opposing team.

**2.2.4** Any form of bullying, harassment or threats against players, officials, and/or BMHA volunteers and staff members.

**2.2.5** Photographs, video or comments taken in violation of our cell phone use policy; or that promote negative influences or criminal behaviour.

**2.2.6** Online activity that contradicts the current policies of the BMHA.

**2.2.7** Inappropriate, derogatory, racist, or sexist comments of any kind.

**2.2.8** Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

**2.2.9** Threatening BMHA that a post will be made on social media to get people's attention to a matter.

### **2.3 Discipline**

The team or BMHA Board of Directors will investigate reported violation(s) of this policy in the manner set out in the BMHA Respect Matters Policy #2.1. If the investigation determines that a violation has occurred, the team and or BMHA will impose appropriate disciplinary actions.

### **2.4 Summary**

When using social media and networking mediums, BMHA members should assume at all times they are representing BMHA and/or its members and/or teams. All members of BMHA should remember to use the same discretion with social media and networking as they do with other traditional forms of media.