

# Port Dover Minor Hockey Association Social Media Policy

## 1. Definitions

a)

“PDMHA” means the Port Dover Minor Hockey Association.

b)

“Participant” means any player, team official, parent or legal guardian, family members, supporters, sponsors PDMHA Executive and Directors, and volunteers.

## 2. Introduction

The PDMHA recognizes the importance of participating in online interactions and wants to ensure that all participants associated with the PDMHA receive guidance on how to participate in social media in a positive and responsible manner. When used appropriately, social media serves as a complement to other communication channels to allow the PDMHA and its members to more effectively engage and connect with the community. This policy aims to provide everyone associated with the PDMHA with guidelines to follow when engaging in communications and/or sharing content via any form of social media that can be linked to or in any way associated (whether directly or indirectly) with the PDMHA.

The guidelines set out in the policy are designed to protect the PDMHA as well as its participants and others associated with them from illegal, unauthorized, irresponsible or abusive use of social media.

## 3. Scope of the Policy

All participants are required to comply with the policy when participating or engaging in communications in social media personally or as an official representative of the PDMHA. Players and team officials alike are reminded that they continue to act as representatives of the PDMHA, even outside the hockey setting, and should conduct themselves in accordance with the policy guidelines at all times. The conduct of any player or team official that violates the policy, which may be linked to or perceived to be linked to or associated with the PDMHA, may result in disciplinary action taken by the Hockey Federation and the OMHA.

The policy is intended to enhance and supplement, and is not intended to replace or supersede, any existing policies of the PDMHA including those in force at Hockey Canada, Ontario Hockey Federation and the OMHA

## 4. Definition of Social Media

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The term “social media” includes any media used for web-based, digital or mobile social interaction. Social media applications allow individuals to create and share user generated content with others. When used inappropriately or for questionable motivations, social media interactions can be harmful and can cause substantial harm to the PDMHA and its participants. Examples of social media covered by the policy include, but are not limited to:

- a) Social Networking Sites (i.e. Facebook, Instagram, LinkedIn);
- b) Micro-blogging Sites (i.e. Twitter, Tumblr, Reddit);
- c) Online Video and Photo Sharing Communities (i.e. YouTube, Flickr, Vimeo, Tumblr, Snapchat);
- d) Online Discussion Forums;
- e) Website Encyclopedias (i.e. Wikipedia);
- f) Online User Review Forums (i.e. TripAdvisor, Yelp!);
- g) Personal or Corporate Blogs.

### 5. Social Media Guidelines

When using social media, it is important for all those associated with the PDMHA to exercise common sense and good judgment. The guidelines set out hereto are intended to aid those associated with the PDMHA when using social media. In addition to the guidelines set forth team officials and anyone else associated with the PDMHA and its operations are expected to adhere to all other policies applicable to the PDMHA including, but not limited to: the PDMHA Bullying, Harassment and Abuse, Policy; the PDMHA Code of Conduct; the PDMHA’s Rules, Regulations and Policies; and the Rules, Regulations and Policies of Hockey Canada, the Ontario Hockey Federation and the Ontario Minor Hockey Association.

### 6. Social Media Best Practices

Below are best practices to help protect the PDMHA’s brand and goodwill in the social space. Adhering to them will aid in reducing situations that could lead to disciplinary action:

#### a) Use Discretion

Use discretion both when shooting photography and video content and when choosing to share it on the Internet. Under no circumstance should any photo or video be taken within a dressing room let alone be posted on any social media platform. Seemingly harmless photos and video of this kind can cause substantial harm to and may even ruin reputations and as such are strictly prohibited and will not be tolerated. Photos taken and shared via social media could inadvertently reveal confidential, proprietary, private and personal information. Any shared content that can be

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considered detrimental to the safety, well-being, or reputation of anyone associated with the PDMHA may be subject to disciplinary action

### **b) Be Courteous**

Always be courteous and respectful online. If you need help with a particularly difficult situation, contact the appropriate PDMHA Executive Member.

### **c) Use Common Sense**

Anything you put online is there to stay. Confidential, proprietary, private and personal information concerning the PDMHA or any person associated with the PDMHA must remain strictly confidential. Even if you remove a Facebook post, tweet or video, it could already have been saved or shared by another user. Comments or remarks of an inappropriate nature that are detrimental to a group or an individual will not be tolerated and will be subject to disciplinary action.

### **d) Respect the Privacy of Everyone**

Simply put, some things do not belong on the Internet. This includes, but is not limited to, discussions or other communications about the PDMHA and/or its members. Any violations or breaches of the policy may result in disciplinary action up to and including suspension and/or formal removal and termination from the PDMHA.

### **e) Notify the PDMHA If Needed**

If you see something concerning in the social media space that could impact the PDMHA or anyone associated with the PDMHA, **Talk to Us**. Concerns or issues should be addressed as soon as possible to minimize potential damages caused by inappropriate or prohibited content.

## **7. SOCIAL MEDIA POLICY GUIDELINES**

a) DO NOT post, shoot video, audio clips or take photos inside any dressing room. Do not post photos or video that can be viewed as a negative influence or can be construed as bullying or harassment.

b) DO NOT divulge secrets, confidential, proprietary or personal and/or health information or status concerning any aspect of the PDMHA, whether concerning you or anyone else associated with the PDMHA.

c) ALWAYS comply with all laws, including those relating to libel, copyright, trademark and data protection, and regulations, including those made or issued by Hockey Canada, the Ontario Hockey Federation and the Ontario Minor Hockey Association.

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d) ALWAYS remember that even in your private communications, your actions and/or words — in any media — may reflect on the PDMHA and may cause irreparable harm to the PDMHA and its Members. Remain courteous and professional at all times.

e) **THINK** before posting – use your best judgment at all times. Ultimately, **you** are solely responsible for your comments and they are published for the public record. Your social media and any other online content is permanent and accessible to anyone. If you become aware of any breach of the social media policy by any person associated with the PDMHA, contact the appropriate PDMHA Executive Member.

Please save images or videos, or use a screenshot to capture any apparent breach of this policy.