

PETERBOROUGH HOCKEY ASSOCIATION  
**SOCIAL MEDIA POLICY**

July 11<sup>th</sup> 2017

For the purpose of this Social Media Policy, the policy will encompass public communications through the internet such as Twitter, Facebook, Snapchat, Instagram, LinkedIn or any social media that allows users to communicate online as well as other forms of electronic communication. The policy will be applicable to all members of the Peterborough Hockey Association (PHA) including players family members and supporters.

The PHA recognizes and appreciates the value of social media and the value of social networking to all of its members. The PHA 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 PHA Community on the risks of social media and to ensure all teams and association personnel are aware that conduct deemed to be inappropriate will be subject to disciplinary action by the PHA.

When using social media, the PHA community should assume at all times they are representing all members of the association, and the PHA governing associations. All members of the PHA community should remember to use the same discretion with texting and social media as they do with other traditional forms of media.

**SOCIAL MEDIA GUIDELINES**

- a) PHA holds the entire PHA 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 individual, team or the PHA will not be tolerated and will be subject to disciplinary action by the PHA.
- c) It should be recognized that social media and comments such as 'texting' are on record and can be published and available to the public

and media. Everyone 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 and common sense 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.

## **SOCIAL MEDIA VIOLATIONS**

The following are examples of conduct through social media and networking mediums that are considered violations of the PHA Social Media and Networking Policy and may be subject to disciplinary action by the PHA.

- a) Any statement deemed to be publicly critical of PHA officials or detrimental to the welfare of a member team, the PHA 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) Negative or derogatory comments about any of the PHA teams, its players or any member of the PHA.
- d) Any form of bullying, harassment, intimidation or threats against players, any member of the PHA or its officials.
- e) Photographs, video or comments promoting negative influences or criminal behaviour 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 PHA 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.

## **DISCIPLINE**

PHA will investigate reported violation(s) of this policy as deemed appropriate by the association. If the investigation determines that a violation has occurred, the PHA will impose an appropriate discipline.