

Peterborough Hockey Association Social Media Policy

For the purpose of this Social Media Policy, the policy includes communications through all social media channels, electronic messaging (such as texting), Internet media and websites such as Facebook, YouTube, WhatsApp, Instagram, TikTok, Twitter, Snapchat, Telegram, TeamSnap and any other social media network that allows users to communicate online. This policy will also include emailing as a form of social networking.

The policy will be applicable to all members of the Peterborough Hockey Association (PHA) including Executive Members, Coaches, Managers, Volunteers, Teams; all PHA members and staff, on-ice and off-ice officials, players, players' family members and supporters.

PHA recognizes and appreciates the value of social media and the importance of social networking to all its stakeholders. PHA also respects the right of all teams and association personnel to use social media and social networking appropriately. 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 that all teams and association personnel are aware that conduct deemed to be inappropriate, may be subject to disciplinary action by PHA.

1. PHA Use of Social Media:

The Peterborough Hockey Association may use social media in two ways:

- A. Provide communications, updates, information, and content on our website or any PHA operated social media platforms.
- B. By contributing to existing social media accounts operated by other applicable associations, including OMHA, OWHA, or Hockey Canada, as well as leagues that our teams are included in. For example, Lakeshore, York-Simcoe.

2. PHA Social Media Guidelines:

- A. PHA holds the entire PHA Community who participates in social media and social networking to the same standards and expectations.
- B. Comments, remarks, photos, or any posts 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. Social media posted comments and pictures are on the record and can be instantly published and available to the public and media. Everyone including PHA Executive members and/or team personnel, players, corporate partners, and the media can review social media communications. You should always conduct yourself in an appropriate and professional manner.
- D. Do not divulge confidential information of a personal or team related nature on Social Media. Avoid revealing game strategy that could provide another team or individual a competitive advantage. Furthermore, do not discuss injury or medical information about any player.
- E. Only divulge information that is considered public and only post photos with the consent of the participants.
- F. Always use your best judgment and pause before posting. Once your comments are posted they cannot be retracted. Ultimately, you are solely responsible for your comments and actions on social media.
- G. If requested to participate in social media or an online network, as a direct result of your affiliation with or participation in the PHA, the PHA recommends that you request approval from the PHA Executive.

3. Social Media Violations:

The following are examples of conduct through social media and social networking mediums that are considered violations of the PHA Social Media Policy:

- A. The creation of a team account or otherwise, by players, parents, or team management, with the sole intent and purpose to share pictures and comments to public or private pages, without the consent of PHA. If an approved account, PHA must be granted access to monitor content. If an unapproved account is discovered, it will be investigated and shut down. Disciplinary action could be imposed to an individual(s), team or otherwise.
- B. Any statement deemed to be publicly critical of PHA volunteers & officials or detrimental to the welfare of a member, team, the Association or an individual.
- C. Divulging confidential information that may include but is not limited to the following: personal contact details such as address or phone numbers without consent, injuries or medical information, game strategies; or any other matter of a sensitive nature to the Executive, teams, or an individual.

- D. Negative or derogatory comments about a team, league(s), members of executive, programs, stakeholders, players, or any member of PHA or partner association.
- E. Any form of bullying, harassment or threats against players, officials, executive members, association members or partner associations. This includes emailing of a harassing nature to/from Executive members, Teams, PHA members and staff, on-ice and off-ice officials, players, players' family members and supporters.
- F. Photographs, video or comments using profanity, inappropriate language or promoting negative influences or criminal behavior, including but not limited to drug use, alcohol abuse, public intoxication, hazing, sexual exploitation or racism.
- 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.
- I. Online activity that contradicts any current policies of PHA.

4. PHA Social Media Discipline Process:

PHA will investigate reported violation(s) of this policy in the manner determined by the PHA Executive Committee. If the investigation determines that a violation has occurred, PHA will impose an appropriate suspension. When using social media and networking mediums, the PHA community should always assume they are representing the PHA. All members of the PHA community should remember to use the same discretion with social media as they do with other traditional forms of media.

Members and players are reminded to always keep these general social media guidelines in mind:

- A. Recognize that anything posted to the Internet is permanent. Even if a post, photo, or comment is deleted – it has likely been stored in other places online.
- B. Post respectful comments and photos with permission.
- C. Be courteous and respect all copyright and protection laws.

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Peterborough Hockey Association Executive