

APPENDIX F

GHA Social Media Policy

SOCIAL NETWORKING is defined as Internet services that allow users to build profiles, share information, videos, images, blog entries, music etc. Social networking platforms focus on building online communities of people who share interests and / or activities.

INTRODUCTION

This policy encompasses public communications through such Internet mediums and websites including; but not limited to; Facebook, Twitter, Instagram, Tumblr, MySpace, LinkedIn and any other social media network. It is applicable to all individuals involved in the operations of any teams and or Associations that are within the Gloucester Hockey Association (GHA). The team and / or individuals include: **Players, Parents, Coaches, Assistant Coaches, Managers, Trainers, Team PR Reps, Executive and Administrative Staff.**

The GHA understands and appreciates the importance of social networking; the immediate and public forum provides unique opportunities for updates, networking and promotion. However it also provides an unsupervised medium for inappropriate conduct to occur; conduct which can be detrimental to the welfare of the League, the Association, our teams and or individuals.

GUIDELINES

The GHA holds its teams and / or individuals, which use or participate in social networking, to the same standards as it does for all forms of media including television, radio and print. Its teams and / or individuals should act in a professional manner at all times since they represent the GHA at all times. Of note, that once published online, comments are on record and cannot be retracted. All teams and or individuals are accountable for their comments and or actions.

DISCIPLINARY MEASURES

The following are examples of conduct through social media and networking mediums that are considered violations of this policy and which will be subject to disciplinary action by the GHA Board of Directors:

- Comments or statements of an inappropriate nature which are detrimental to the League or GHA personnel, its programs, employees, on-ice or off-ice officials, players, coaches, arena staff, sponsors or any other actors.
- Divulging confidential information that may include but is not limited to the following: medical history (injury or other), game plans or strategies and any other information that is deemed confidential or sensitive in nature.
- Sharing or divulging photos, videos or comments which promote negative influences, cyber bullying or criminal behavior, including but not limited to: drug use, alcohol abuse, public intoxication, sexual exploitation, etc.