



CALGARY BUFFALO HOCKEY ASSOCIATION

SOCIAL MEDIA POLICY



The CBHA is committed to respectful behavior and conduct both on and off the ice and supports the idea that for the good of the “individual” and the “game”, CBHA members have a responsibility to protect each other. To this end, strict controls for players and teams on the use of social media and online behaviors is critical and mandatory.

SCOPE OF POLICY

This policy is applicable to all CBHA members including life members, CBHA directors, committee, and sub-committee members, CBHA employees, all team support personnel, coaches, assistant coaches, athletes and their parents/family, on and off-ice officials and spectators.

The CBHA emphasizes authentic communication with the general public and the broader hockey community. While social media is a powerful tool for sharing team updates, highlights, and player milestones, the CBHA strictly prohibits the use of AI technology that misrepresents any team, player story, or official event. To maintain the integrity of the association and its athletes, teams must adhere to the following core guidelines:

Prohibited AI and Social Media Practices

- Fabricating Narrative Elements: Do not use generative AI text tools to invent or exaggerate game events, quotes, or player statistics.
- Manipulating Visual Media: The use of deepfakes, AI face-swapping, or heavily altered images/videos that distort real-game events or misidentify individuals is strictly forbidden.
- Misleading Context: Avoid generating entirely fictional scenarios or AI-driven commentary that presents an inaccurate portrayal of a player's performance, behavior, or character.

Approved Social Media Practices

- Authentic Storytelling: Focus on sharing genuine photos, real-time scores, accurate statistics, and direct quotes from players and coaching staff.
- Standard Editing Tools: Using basic, non-generative software for color correction, cropping, or adding basic graphic overlays (like scoreboards or sponsor logos) is permitted.
- Positive Representation: Ensure all content aligns with the CBHA's values of sportsmanship, respect, and community engagement.

The following examples of unacceptable conduct are considered contrary to the CBHA social media guidelines and are subject to disciplinary action:

- Bullying, harassment, intimidation, or threats of any type.
- Making negative or derogatory comments about, or statements deemed detrimental to the welfare of, any individual or group.
- Divulging confidential information or any other matter of a sensitive nature.
- Posting photographs, video or comments promoting negative influences or criminal behavior, including but not limited to drug use, alcohol abuse, public intoxication, hazing, and sexual harassment.



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When unacceptable conduct is discovered on social media, details of said conduct will be provided for review to the appropriate CBHA Director, Discipline Chair and President. When required, disciplinary action or sanctions will be assessed toward the individual making the unacceptable posts. Where the unacceptable conduct involves abuse, neglect, or harassment of any type, and the CBHA has a reasonable belief such unacceptable conduct has occurred, the matter may be turned over to the Calgary Police Service or other appropriate external authorities.

When a situation of unacceptable conduct on social media is identified the following will occur:

1. The allegation will be acknowledged by the CBHA Director, Discipline Chair or President and an investigation will be conducted.
2. If the investigation determines sufficient evidence to proceed, the individual will be notified and given the opportunity to present evidence in his/her defence.
3. Based on the evidence presented at the hearing, a determination will be made on whether sanction is required.