



INDUS MINOR HOCKEY ASSOCIATION

225155A Range Road 281A, Indus AB, T1X 0H7

www.indusminorhockey.ca

IMHACanesHockey@gmail.com

SOCIAL MEDIA POLICY

1. Introduction

- a) For this Social Media and Networking Policy, the policy will encompass public communications through such internet mediums and websites as Twitter, Facebook, Instagram, LinkedIn, Foursquare and any other social media network that allows users to communicate online.
- b) The policy will be applicable to all members of the IMHA Community, including Directors, Teams, Hockey Alberta members and staff, on-ice and off-ice officials, players, players' family members and supporters.
- c) IMHA recognizes and appreciates the value of social media and the importance of social networking to all its stakeholders. IMHA 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.
- d) The purpose of this policy is to educate the IMHA Community on the risks of social media and to ensure all Teams and Association personnel are aware that conduct deemed to be inappropriate, may be subject to disciplinary action by the Team, IMHA, and/or, the League.

2. Social Media Guidelines

- a) IMHA holds the entire IMHA 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 Team, the Association or an individual will not be tolerated and will be subject to disciplinary action.
- c) It should be recognized that social media comments are on the record and instantly published and available to the public and media. Everyone including Association 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) 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 competitive advantage. Furthermore, do not discuss injury information about any player. Only divulge information that is considered public.
- e) Always use your best judgment – pause before posting. Ultimately, you are solely responsible for your comments and they are published for the public record.
- f) If requested to participate in an online network, as a direct result of your affiliation with or participation in IMHA, IMHA recommends that you request approval from the Team or the Association.

3. Social Media Violations

- The following are examples of conduct through social media and networking mediums that are considered violations of the IMHA Social Media and Networking Policy and may be subject to disciplinary action by the Team, IMHA and/or the League:
 - a) Any statement deemed to be publicly critical of Association officials or detrimental to the welfare of a member Team, the Association or an individual.
 - b) Releasing 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 Team, other Minor Hockey Associations, League and/or IMHA staff, programs, stakeholders, players, or any member of a IMHA Team.
 - d) Any form of bullying, harassment or threats against players or officials.
 - e) Photographs, video, or comments promoting negative influences or criminal behavior,



INDUS MINOR HOCKEY ASSOCIATION

225155A Range Road 281A, Indus AB, T1X 0H7

www.indusminorhockey.ca

IMHACanesHockey@gmail.com

SOCIAL MEDIA POLICY

including but not limited to:

- drug use,
- alcohol abuse,
- public intoxication,
- hazing,
- sexual exploitation, etc.

f) Online activity that contradicts the current policies of IMHA or any of its member Associations.

g) Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with the IMHA policies and regulations on these matters.

h) Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

4. Discipline

- The Team, IMHA, and/or the League will investigate reported violation(s) of this policy in the manner set out in the IMHA policies for other types of violations. If the investigation determines that a violation has occurred, the Team, IMHA, and/or the League will impose an appropriate suspension. Any appeal of the suspension will be dealt with as set out in a IMHA and/or League policies for other types of suspensions.