



SOCIAL MEDIA AND NETWORKING POLICY

1. INTRODUCTION

For the purpose of this Social Media and Networking Policy, the policy will encompass public communications through such internet mediums and websites as Twitter, Facebook, LinkedIn, Pinterest, Google Plus+, Tumblr, Instagram, Snapchat, Flickr, Vine, YouTube and any other social media network that allows users to communicate online.

This policy has been drafted from the Hockey Manitoba *Social Media and Networking Policy* which encompasses all Branch Members, including Hockey Winnipeg as one of their Regions.

This policy will be applicable to all members of the Hockey Winnipeg Community including Executive Officers; Executive Members; Directors (including Division/Suspension Directors); all Hockey Winnipeg team members including coaches, managers, trainers, players, players' family members and supporters; all Area Association on-ice and off-ice officials; and all of the Hockey Winnipeg staff.

Rural teams that compete in the Hockey Winnipeg leagues and playoffs are also included under this Policy and the Hockey Manitoba Policy.

Hockey Winnipeg and Hockey Manitoba recognize and appreciate the value of social media and the importance of social networking to all of its stakeholders. Hockey Winnipeg and Hockey Manitoba also respect the right of all Teams and Association personnel to express their views publicly. However, at the same time we should all be aware of the dangers social media and social networking can present.

The purpose of this policy is to educate the Hockey Winnipeg 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, Hockey Winnipeg, the League and/or Hockey Manitoba.

2. SOCIAL MEDIA GUIDELINES

- a) Hockey Winnipeg holds the entire Hockey Winnipeg 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 Area Association, Hockey Winnipeg and/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 Area Association/Hockey Winnipeg and/or Team personnel, players, corporate partners and the media 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 at all times – 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 Hockey Winnipeg, Hockey Winnipeg recommends that you request approval from the Team, the Area Association and/or Hockey Winnipeg.
- g) Players or hockey operations staff are not permitted to participate in social media or networking two (2) hours prior to the start of a Hockey Winnipeg sanctioned game and at least one (1) hour following the completion of a Hockey Winnipeg sanctioned game.

3. SOCIAL MEDIA VIOLATIONS

The following are examples of conduct through social media and networking mediums that are considered violations of the Hockey Winnipeg Social Media and Networking Policy and may be subject to disciplinary action by the **Team, Area Association, League and/or Hockey Winnipeg**.

- a) Any statement deemed to be publicly critical of the officials (on ice or off ice, including timekeepers) or detrimental to the welfare of a member Team, the Area Association/Hockey Winnipeg or an individual.
- b) Divulging confidential information that may include, but is not limited to the following:
 - Player injuries;
 - Trades or other player movement;
 - Game strategies; or
 - Any other matter of a sensitive nature to a member Team, the Area Association/Hockey Winnipeg or an individual.
- c) Negative or derogatory comments about any of the Team, Area Association/Hockey Winnipeg, League and/or Hockey Winnipeg staff, programs, stakeholders, players or any member of a Hockey Winnipeg Team.
- d) Any form of bullying, harassment or threats against players or officials.
- e) Photographs, video or comments promoting negative influences or criminal behavior, including but not limited to:

- drug use,
 - alcohol abuse,
 - public intoxication,
 - hazing
 - sexual exploitation, etc.
- f) Online activity that contradicts the current policies of Hockey Winnipeg or any of its member Associations and/or Hockey Manitoba.
- g) Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with the Hockey Winnipeg *Respectful Hockey Policy and Procedures* on these matters.
- h) Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

4. DISCIPLINE

The Team, Area Association, League and/or Hockey Winnipeg will investigate reported violation(s) of this policy in the manner set out in the Hockey Winnipeg *Respectful Hockey Policy and Procedures* and/or the Rules & Regulations Handbook for other types of violations. If the investigation determines that a violation has occurred, the Team, Area Association, League and/or Hockey Winnipeg will impose an appropriate suspension (as per the Hockey Winnipeg *Respectful Hockey Policy and Procedures* and/or Rules & Regulations Handbook). Any appeal of the suspension will be dealt with as set out in the Hockey Winnipeg *Respectful Hockey Policy and Procedures* for other types of suspensions.

5. SUMMARY

When using social media and networking mediums, the Hockey Winnipeg community should assume at all times they are representing Hockey Winnipeg and/or its member Associations or Teams. All members of the Hockey Winnipeg community should remember to use the same discretion with social media and networking as they do with other traditional forms of media. Should the identity or image of any member of the Hockey Winnipeg Community be used in Social Media and networking without the Individual, the Team, the Area Association or Hockey Winnipeg's authorization, this is considered to be identity theft. Please notify your Hockey Winnipeg Team Management or the Hockey Winnipeg Office immediately. Any use of a player or team member's image or likeness without the written consent of Hockey Winnipeg (and its Area Associations) is strictly prohibited.