



SOCIAL MEDIA POLICY

Introduction

For the purpose of this Social Media Policy, the policy will encompass public communications through such internet mediums and websites as Twitter, Facebook, MySpace, LinkedIn, Foursquare and any other social media network that allows users to communicate online.

Hockey PEI recognizes and appreciates the value of social media and the importance of social networking to all stakeholders. Hockey PEI 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.

The purpose of this policy is to educate Hockey PEI's membership 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, the Minor Hockey Association, League and/or Hockey PEI.

Social Media Guidelines

- a) Hockey PEI holds the entire Hockey PEI membership 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, Associations, Leagues, Hockey PEI 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 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 judgement at all times – pause before posting. Once your comments are posted they cannot be retracted. 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 PEI, Hockey PEI recommends that you request approval from your Team or Minor Hockey Association.

Social Media Violations

The following are examples of conduct through social media and networking mediums that are considered violations of the Hockey PEI social media policy and may be subject to disciplinary action by the Team, Minor Hockey Association, League and/or Hockey PEI.

- a) Any statement deemed to be publicly critical of association officials or detrimental to the welfare of a member of a team, association, league, Hockey PEI or 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 of a team, association, league, Hockey PEI or an individual
- c) Negative or derogatory comments about any team, association, league, Hockey PEI staff, volunteers, programs, stakeholder, players or any Hockey PEI member.
- 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 Canada, Hockey PEI or any of its member associations.
- g) Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with Hockey PEI policies and regulations on these matters.
- h) Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

Discipline

When a complaint is filed that may be in violation of this social media policy, a team, minor hockey association or league may deal with any matter where possible and practical.

Complaints referred to Hockey PEI will be investigated and reviewed by the Hockey PEI Discipline and Ethics Committee and if deemed warranted members of Hockey PEI may be subject to disciplinary action as per Bylaw 22.

Adopted: January 6, 2014