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## Social Media Policy

For the purpose of this *Social* Networking Policy, the policy includes communications through all social media channels, electronic messaging (such as texting), Internet media and websites such as Twitter, Facebook, MySpace, LinkedIn, Vimeo, Foursquare, Instagram, Snapchat, Teamsnap and any other *social media* network that allows users to communicate online. This policy will also include emailing as a form of social networking.

The policy will be applicable to all members of Fort McMurray Minor Hockey (FMMHA), including Board Members/Directors, Coaches, Volunteers, Teams; all FMMHA members and staff, on-ice and off-ice officials, players, players' family members and supporters.

FMMHA recognizes and appreciates the value of *social media* and the importance of *social* networking to all of its stakeholders. FMMHA 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 the FMMHA Community on the risks of *social media* and to ensure that all Teams and Association personnel are aware that conduct deemed to be inappropriate, may be subject to disciplinary action by FMMHA.

**Effective July 2019**

### FMMHA Use of Social Media

The Fort McMurray Minor Hockey Association may use social media in two ways:

1. By contributing to existing social media accounts operated by other applicable associations, including Hockey Alberta, or Hockey Canada, as well as leagues that our teams are included in. For example NAHL or NAI.
2. Providing necessary and communicative information and content on our website or any of our FMMHA operated Facebook pages.

### Social Media Guidelines



P.O. BOX 5118, FORT MCMURRAY, ALBERTA T9H 3G2 PH. 780-791-7358  
EMAIL: [fmaha@telus.net](mailto:fmaha@telus.net) WEBSITE: [www.fmmha.com](http://www.fmmha.com)





- a) FMMHA holds the entire FMMHA 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 made such as 'texting' and Teamsnap messaging are on the record and can be instantly published and available to the public and *media*. Everyone including FMMHA Board Members 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. 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 the FMMHA, the FMMHA recommends that you request approval from the Team or FMMHA.

### **Social Media Violations**

The following are examples of conduct through *social media* and networking mediums that are considered violations of the FMMHA *Social* Networking Policy that should be





reported and may be subject to disciplinary action by the FMMHA Discipline Committee.

- a) Any statement deemed to be publicly critical of FMMHA volunteers & officials or detrimental to the welfare of a member Team, the Association 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, FMMHA or an individual.
  
- c) Negative or derogatory comments about a team, league(s), members of executive, programs, stakeholders, players or any member of FMMHA.
  
- d) Any form of bullying, harassment or threats against players or officials. This includes emailing of a harassing nature to/from Board Members/Directors, Teams, FMMHA members and staff, on-ice and off-ice officials, players, players' family members and supporters.
  
- e) Photographs, video or comments using profanity, inappropriate language or promoting negative influences or criminal behavior, including but not limited to: drug use, alcohol abuse, public intoxication, hazing, sexual exploitation, bucket boxing etc.
  
- f) Online activity that contradicts the current policies of FMMHA.
  
- g) Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with the FMMHA policies and regulations on these matters, such as the FMMHA Code of Conduct policy.





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

## Discipline

FMMHA will investigate reported violation(s) of this policy in the manner determined by the FMMHA Discipline Committee. If the investigation determines that a violation has occurred, FMMHA will impose an appropriate suspension. When using *social media* and networking mediums, the FMMHA community should assume **at all times they are representing the FMMHA**. All members of the FMMHA community should remember to use the same discretion with *social media* as they do with other traditional forms of *media*.

Members and players are reminded to keep these general social media guidelines in mind at all times:

1. Recognize that anything posted to the Internet is likely permanent. Even if a post, photo, or comment is deleted – it has likely been stored in other places online.
2. Post respectful comments and photos.
3. Be courteous and respect all copyright and protection laws.

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## Cell Phone/ Personal Device Policy

### Cellphone Statement

Technology advancements have allowed cell phones and personal digital assistants (PDAs) to carry new functions such as cameras that allow users to secretly photograph objects in front of them while appearing to dial a telephone number. The ability to take photos without others knowing has raised significant concerns for members within our Association. Cell phones already take better pictures than most video cameras; cell phones eliminate the evidence (send and store the data / picture somewhere else), rather than storing it on the original device where it can be easily found. Unlike video cameras, these devices don't require disguises or excuses to be brought into such





sensitive areas as locker rooms, bathrooms etc. The potential exists for inappropriate/ deviant use of camera phones by their operators photographing others undressing and showering in locker rooms or change rooms which in turn raises the potential danger of violating an individual's privacy.

If someone uses a device in this way - takes a photo and puts it on the Internet, it's a violation of personal privacy; it is against our *Social Media Policy* and our Code of Conduct and thus, will not be tolerated by the FMMHA.

## Policy

### Effective July 2019

Cell phones, mobile devices, or any device with recording capabilities, including voice recording, still pictures, and video increase the risk for some forms of abuse or misconduct. As a result, the use of such devices **in the locker rooms is not permitted** at any FMMHA sanctioned event.

Players are encouraged to leave their phones at home or in their vehicles during practices and games. Coaches will be permitted use of cell phones, but must leave the dressing room to do so.

Note: *The one potential exception to this is in such unique circumstances as a victory celebration, team party, etc., where all persons in the locker room are appropriately dressed and have been advised that photographs or recordings are being taken.*

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