



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, Instagram, LinkedIn, WhatsApp, TikTok and any other social media network that allows users to communicate online.

The policy will be applicable to all members of the Hockey Manitoba Community, including Directors, Teams, Hockey Manitoba members and staff, coaches, administrators, on-ice and off-ice officials, billets, players, players' family members and supporters.

Hockey Manitoba recognizes and appreciates the value of social media and the importance of social networking to all its stakeholders. Hockey Manitoba 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 Hockey Manitoba 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, the Minor Hockey Association, Region, League and/or Hockey Manitoba.

2. SOCIAL MEDIA GUIDELINES

- a) Hockey Manitoba holds the entire Hockey Manitoba 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 or offensive 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 Minor Hockey Associations 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 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 Manitoba, Hockey Manitoba recommends that you request approval from the Team or the Minor Hockey Association, Region or League.
- 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 Manitoba game and at least one (1) hour following the completion of a Hockey Manitoba game.

3. SOCIAL MEDIA VIOLATIONS

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

- 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) Divulging confidential information that may include, but is not limited to the following:
 - I. player injuries,
 - II. trades or other player movement,
 - III. game strategies; or
 - IV. 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, Minor Hockey Association, Region, League and/or Hockey Manitoba staff, programs, stakeholders, players, or any member of a Hockey Manitoba 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:
 - I. drug use,
 - II. alcohol abuse,
 - III. public intoxication,
 - IV. hazing,
 - V. sexual exploitation, etc.
- f) Online activity that contradicts the current policies of Hockey Manitoba or any of its member Associations.
- g) Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with the Hockey Manitoba 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, Minor Hockey Association, Region, League and/or Hockey Manitoba will investigate reported violation(s) of this policy in the manner set out in the Hockey Manitoba Handbook for other types of violations. If the investigation determines that a violation has occurred, the Team, Minor Hockey Association, Region, League and/or Hockey Manitoba will impose an appropriate suspension. Any appeal of the suspension will be dealt with as set out in a Minor Hockey Association, Region, League and/or Hockey Manitoba Handbook for other types of suspensions.

5. SUMMARY

When using social media and networking mediums, the Hockey Manitoba community should always assume they are representing Hockey Manitoba and/or its member Associations or Teams. All members of the Hockey Manitoba 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 Manitoba Community be used in Social Media and Networking without the Individual, Team or Association, Region or Leagues authorization, this is considered to be identity theft. Please notify your Hockey Manitoba Team Management or the Hockey Manitoba Office immediately. Any use of a player or team member's image or likeness without the written consent of Hockey Manitoba is prohibited.

