



## **Hockey Calgary Social Media Policy and Guidelines**

### **SOCIAL MEDIA**

Social media is changing the way we work, providing opportunities for connecting, sharing, and commenting on the world around us. Hockey Calgary strives to integrate social media into our business platform while maintaining a reputation of honesty, integrity, and respect in the community. This reputation is dependent on all individuals within the Hockey Calgary Community, which includes Coaches, Players, Parents and Spectators, to conduct themselves in the manner that demonstrates Respect in Sport at all times through actions which relate to the game of Hockey. We have adopted this policy to ensure that all parties are aware of their responsibility to maintain a positive and respectful image as a member of the Hockey Calgary Community and as such, all individuals that fall under this umbrella, are responsible to conduct themselves in a manner that is appropriate. All members of the Hockey Calgary Community that maintain personal social media pages (e.g. Facebook, LinkedIn, Blogs, Twitter, WordPress, etc.) are expected to comply with the guidelines set out within this policy.

This policy is not intended to interfere with the private lives of our members, or impinge their right to freedom of speech. This policy is designed to ensure that we continue to maintain the integrity and respect in the Hockey Calgary Community and that all individuals will be held accountable for their actions should there be a breach of the guidelines.

#### **Definitions:**

Social Media: forms of electronic communication through which users create online communities to share information, ideas, personal messages and other content. These include but are not limited to: Facebook, Twitter, LinkedIn, personal blogs and YouTube Videos.

#### **General Guidelines:**

All members of the Hockey Calgary Community that maintain personal social media pages or accounts are required to comply with the following guidelines as they relate to their association with the game of hockey. Members will be held accountable for what they write or post on social media or internet pages.

Members should follow the guidelines below when making posts or comments on any social media site whether it is public or private.

1. **Respect:** Posts involving the following will not be tolerated and may be subject to discipline as per Hockey Calgary Rule 19 (b) Conduct Unbecoming the Game of Hockey.

- **Verbal Bullying** - name calling, sarcasm, teasing, spreading rumors, threatening, making negative references to one's culture, ethnicity, race, religion, gender, sexual orientation and sexual comments;
- **Social Bullying** - mobbing, scape goading, excluding others from a group, ganging up on and group teasing;
- **Cyber Bullying** - using the internet or text messaging to intimidate, put-down, spread rumors or make fun of someone. This includes the posting of YouTube Videos and/or the posting of videos on Facebook which may be signaling out individuals in a defamatory fashion.

These forms of bullying can leave lifelong scars with the victims involved including children feeling lonely, frightened and depressed. Our intention is to provide a respectful and a safe environment for all members within the Hockey Calgary Community.

2. **Protect the game of Hockey:** Remain mindful of the Respect in Sport initiative. It is the vision of Hockey Calgary to be the benchmark of sports associations by providing leadership, life skills and development to our members for the enjoyment and success of all. This includes all individuals working together to maintain our core values which are;

- **RESPECT** - we expect our players, parents, coaches, officials, spectators, league organizers and facility operators to be respectful of each other at all times.
- **ACCOUNTABLE** - we are responsible for our own decisions and actions.
- **APPROACHABLE** - we listen to the concerns of our member associations in response to their needs.
- **COLLABORATIVE RELATIONSHIPS** - we build mutually beneficial relationships with others.
- **COMMUNICATIONS** - we get the right message to the right people at the right time in the right way.
- **CONSISTENCY** - we will be open and consistent in our interpretation and application of the rules and policies.
- **FAIR PLAY CODES** - we support the principles of fair play and The Fair Play Codes.

- 3. Observe Existing Policy:** Use of personal social media may not conflict with any of the Hockey Calgary's existing policies whatsoever. This includes (but is not limited to) Social Media Policy.

Members of the Hockey Calgary Community should abide by these guidelines at all times. Where a link can be made between a negative or inflammatory post and a member of the Hockey Calgary Community, even if not named directly, the individual in question may be subject to disciplinary action under Hockey Calgary Rules and Regulations 19 (b) Conduct Unbecoming the game of hockey.