



MARITIME HOCKEY LEAGUE SOCIAL MEDIA POLICY

1.0 SOCIAL MEDIA BEHAVIOR

- a. Cyberbullying is the use of any electronic communication device to convey a message in any form (text, image, audio or video) that defames, intimidates, harasses or is otherwise intended to harm, insult or humiliate another in a deliberate, repeated or hostile and unwanted manner under a person's true or false identity. In addition, any communication of this form that disputes or prevents a safe and positive environment may also be considered cyberbullying.
- b. This policy shall be enforced in conjunction with the Maritime Hockey League's Code of Conduct.

2.0 SOCIAL MEDIA GUIDELINES

- a. The League expects the entire membership, who participate in social media and networking, to the same high standards as it does for all other forms of media including radio, television and print. The following guidelines are to be adhered to at all times.
- b. It should be recognized that social media comments are on the record and instantly published and available to the public and media. Everyone including team and/or team personnel, players, corporate partners and the media can review social media communications. Individuals are expected to conduct themselves in an appropriate and professional manner at all times.
- c. Comments or remarks of an inappropriate nature which are detrimental to the League, a team, a team's personnel, the Branches including officials, the Canadian Junior Hockey League members or an individual will not be tolerated and will be subject to disciplinary action;
- 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 at a disadvantage. Furthermore, do not discuss injury information about any player and only divulge information that is considered public.

- e. Use best judgment at all times and pause before posting to social media. Once comments are posted they cannot be retracted. Ultimately, individuals are solely responsible for their comments that are published for the public record.
- f. If requested to participate in an online network, as a direct result of one's affiliation with or participation in the League, the League recommends that you request approval from your team or members.

3.0 SOCIAL MEDIA VIOLATIONS

- a. The following are examples of conduct through social media and networking mediums that are considered violations of the League Social Media Policy and may be subject to disciplinary action by the team, staff and/or League.
- b. Any statement deemed to be publicly critical of league's officials or detrimental to the welfare of a member of a team, league or individual.
- c. Divulging confidential information that may include, is not permitted under any circumstance and includes but is not limited to the following:
 - I. Player injuries;
 - II. Trades or other player movement prior to approval by the League;
 - III. Game strategies;
 - IV. League schedule information (initial schedules or rescheduled dates prior to league approval);
 - V. Any other matter of a sensitive nature to a member of a team, league or an individual.
 - VI. Negative or derogatory comments about any team, league, League staff, volunteers, programs, stakeholder, players or any member.
 - VII. Any form of bullying, harassment or threats against players or officials;
 - VIII. Photographs, video or comments promoting negative influences or criminal behavior, including, but not limited to, the following:
 - Drug use;
 - Alcohol abuse;
 - Public intoxication;

- Hazing; and/or
 - Sexual exploitation;
- IX. Online activity that contradicts the current policies of the Canadian Junior Hockey League, Hockey Canada, or the League;
- X. Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with Hockey Nova Scotia policies and regulations on these matters; and
- XI. Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

4.0 DISCIPLINARY ACTION

When a complaint is filed that may be in violation of this social media policy and the related portions of the Maritime Hockey League's Code of Conduct, the League Discipline Committee will review and apply a team fine (minimum of one thousand (\$1000.00) dollars) and a suspension to the individual(s) involved.