



HALTON HILLS MINOR HOCKEY ASSOCIATION SOCIAL MEDIA and ELECTRONIC DEVICES POLICY

Issued: As of February 27, 2019 – Accepted by the HHMH Board

1. Purpose

To establish guidelines for the appropriate use of Social Media by volunteers, players, staff, and Members of Halton Hills Minor Hockey.

2. Definitions

- “HHMH” means the Halton Hills Minor Hockey Association or Halton Hills Minor Hockey
- “Association” means HHMH and its Member Associations.
- “Member Association” or “Member” means any Club, Division, Affiliated Group or Sports School or any other body accepted for membership in the Association from time to time.
- “Participant” means any Player, Team Official, Game Official, parent or legal guardian, director, officer, volunteer, employee, spectator or chaperone associated with a Member.
- “Team Official” means the coach, assistant coach, manager, trainer or other team official registered with a team that has been accepted by the Association.

3. Introduction

HHMH recognizes the importance of participating in online interactions and wants to ensure that all Participants associated with the Association receive guidance on how to participate in social media in a positive and responsible manner.

This Social Media Policy (the “Policy”) aims to provide everyone associated with the Association with guidelines to follow when engaging in communications and/or sharing content via any form of social media that can be linked to or in any way associated (whether directly or indirectly) with the Association. The guidelines set out in the Policy are designed to protect the Association as well as its Participants and others associated with them from illegal, unauthorized, irresponsible or abusive use of social media.

4. Scope of the Policy

All Members and Participants are required to comply with the Policy when participating or engaging in communications in social media personally or as an official representative of the Association. Players and Team Officials alike are reminded that they continue to act as representatives of the Association, even outside the hockey arena, and should conduct themselves in accordance with the Policy guidelines at all times.

The conduct of any Player or Team Official that violates the Policy, which may be linked to or perceived to be linked to or associated with the Association, may result in disciplinary action taken by the Association. The Policy is intended to enhance and supplement, and is not



intended to replace or supersede, any existing policies of the Association including those in force and effect of Hockey Canada and the Ontario Hockey Federation.

5. Definition of Social Media

The term “social media” includes any media used for web-based, digital or mobile social interaction. Social media applications allow individuals to create and share user generated content with others. When used inappropriately or for questionable motivations social media interactions can be harmful and can cause substantial harm to the Association and those involved with or otherwise associated with them.

Examples of social media covered by the Policy include, but are not limited to:

- Team Management Apps (i.e. TeamSnap)
- Social Networking Sites (i.e. Facebook, Instagram, LinkedIn, Snapchat);
- Micro-blogging Sites (i.e. Twitter, Tumblr, Reddit);
- Online Video and Photo Sharing Communities (i.e. YouTube, Flickr, Vimeo, Tumblr);
- Online Discussion Forums;
- Website Encyclopedias (i.e. Wikipedia);
- Online User Review Forums (i.e. TripAdvisor, Yelp!);
- Personal or Corporate Blogs;

6. Social Media Guidelines

When using social media, it is important for all those associated with the Association to exercise common sense and good judgment. The guidelines set out in the Social Media Policy Guidelines hereto are intended to aid those associated with the Association when using social media. In addition to the guidelines set forth in the Social Media Policy Guidelines all Players, Team Officials and anyone else associated with the Association and its operations are expected to adhere to all other policies applicable to the Association including, but not limited to: OMHA Code of Conduct Policies; HHMH’s Rules, Regulations and Policies; and the Rules, Regulations and Policies of Hockey Canada and the Ontario Hockey Federation.

7. Social Media Best Practices

Below are best practices to help protect the Association’s brand and goodwill in the social space. Adhering to them will aid in reducing situations that could lead to disciplinary action:

Use Discretion

Use discretion both when shooting photography and video content and when choosing to share it on the Internet. Under no circumstance should any photo or video be taken within a dressing room and be posted on any social media platform. Seemingly harmless photos and video of this kind can cause substantial harm to and may even ruin reputations and as such are strictly prohibited and will not be tolerated. Photos taken and shared via social media could inadvertently reveal confidential, proprietary, private and personal information. Any shared content that can be considered detrimental to the safety, well-being, or reputation of anyone associated with the Association may be subject to disciplinary action.

**Be Courteous**

Always be courteous and respectful online. If you need help with a particularly difficult situation, contact an applicable HHMH Executive.

Use Common Sense

Anything you put online is there to stay. Confidential, proprietary, private and personal information concerning the Association or any person associated with the Association must remain strictly confidential. Even if you remove a Facebook post, tweet or video, it could already have been saved or shared by another user. All such communications are discoverable under the Federal Laws of Canada and the Provincial Laws applicable in Ontario.

Respect the Privacy of Everyone

Simply put, some things do not belong on the Internet. This includes, but is not limited to, discussions or other communications about the Association. Any violations or breaches of the Policy may result in disciplinary action up to and including suspension and/or formal removal and termination from the Association. Any such determination made by the Association may be made in its sole discretion at any time.

When in Doubt, Ask

Whether you have a question about how to properly respond to a request from a fan, sponsor, player, staff member or any other person associated with the Association, ask the Association's Executive for resources or direction.

Alert Club Management If Needed

If you see something concerning in the social media space that could impact the Association or anyone associated with the Association, contact an Association Executive or President immediately. Concerns or issues should be addressed as soon as possible to minimize potential damages caused by inappropriate or prohibited content.

SOCIAL MEDIA POLICY GUIDELINES

HHMH holds all volunteers, players, staff and members who make use of Social Media to the same standards as it does for all other forms of media, including radio, television and print. Remember that even in your private communications, your actions, words and posts may reflect on HHMH and may cause irreparable harm to HHMH and its members. Always be courteous and respectful online.

1. Posting the identity or images of any volunteer, player, staff or member of HHMH on Social Media without that individual's express consent (Parental/guardian consent if member is under the age of 18), may be punishable by law. Under no circumstances should any volunteer, player, staff or member of HHMH post any photos of their players or teammates in a state of undress. Do not post, shoot video or take photos inside any dressing room or



- mode of transportation used by or in connection with HHMH without the prior written consent and approval from the individuals whose images are captured.
2. DO NOT divulge secrets, confidential, proprietary or personal and/or health information or status concerning any aspect of the Association, whether concerning you or anyone else associated with the Association. Avoid revealing business or game strategy that could provide another team or individual a competitive advantage. Do not post information about player injuries
 3. ALWAYS comply with all laws, including those relating to libel, copyright, trademark and data protection, and regulations, including those made or issued by Hockey Canada and the Ontario Hockey Federation.
 4. ALWAYS remember that even in your private communications, your actions and/or words — in any media — may reflect on the Association and may cause irreparable harm to the Association and its Members. Remain courteous and professional at all times. Comments, posts or remarks on Social Media of an inappropriate nature which are detrimental to HHMH, a team or any individual associated therewith will not be tolerated and will be subject to disciplinary action. Individuals are considered solely responsible for their comments on Social Media

Your social media and any other online content is permanent and accessible to anyone. If you have any questions regarding compliance with the social media policy, please contact the Association's Executive or President before you post.

If you become aware of any breach of the Social Media Policy by any person associated with the Association, please contact either any HHMH Executive or the President before you post. Please save images or videos, or use a screenshot to capture any apparent breach of this Policy.

Social Media Violations:

The following are examples of conduct that are considered violations of HHMH's Social Media policy and as such, may be subject to disciplinary action by HHMH.

- a) Any statement deemed to be publicly critical of association officials, volunteers, or staff, or detrimental to the welfare of a member of a team or HHMH;
- b) Divulging confidential information that may include, but not limited to
 - Player injuries
 - Player movement
 - Game strategies
 - Any other matter of a sensitive nature to a player, or any other person affiliated with HHMH in any way;
- c) Negative or derogatory comments about any team, HHMH, volunteers, staff, programs, players or members;
- d) Any form of bullying harassment or threats against players, volunteers, staff, members or officials;
- e) Posting photos or images of players, members, volunteers, or staff without prior consent,



- f) Photographs, video or comments promoting negative influences or criminal behavior including but not limited to:
- Drug use
 - Alcohol abuse
 - Public intoxication
 - Hazing
 - Sexual exploitation
- g) Online activity that contradicts the current policies of HHMH or any related associations;
- h) Inappropriate, derogatory, racist or sexist comments of any kind;
- i) Online activity that is meant to alarm other individuals or to misrepresent fact or truth.
- j) Any instance of cyber bullying. HHMH defines cyber bullying as:
- Sending mean or threatening emails or text messages
 - Spreading gossip, secrets or rumours about another person that will damage that person's reputation
 - Breaking into an email account and sending hurtful materials to others under an assumed identity
 - Creating blogs or websites that have stories, cartoons, pictures or jokes ridiculing others
 - Creating polling websites where visitors are asked to rate individuals' attributes in a negative manner
 - Taking an embarrassing photo of someone and emailing that photo to others or posting it on Social Media
 - Engaging someone in instant messaging or other form of electronic communication, tricking them into revealing personal information and then forwarding that information to others
 - Posting false or hurtful messages on online bulletin boards or in chat rooms
 - Deliberately excluding others from instant messaging and email contact lists.

ELECTRONIC DEVICES IN LOCKER ROOMS

Electronic Devices include but not limited to:

- a. Cameras, including any camera in a phone type device
- b. Video Cameras
- c. PDAs
- d. iPods or tablets in any form

The use of any form of the above or otherwise is prohibited in or around any recreational facility change room during any HHMH sanctioned event.

Technology advancements have allowed the ability to take pictures/video without others knowing and has raised significant concerns. The potential exists, for example, deviant behavior of others capturing images of undressing or showering in change rooms. As well, there is ability on many devices to remove any evidence of the picture being taken after it has been distributed via use in an app or internet.



Use of any electronic device (or similar) which potentially or directly violates personal privacy will not be tolerated by HHMH.

Further, electronic images of a player/member, depending on the content, may be looked upon by most law enforcement agencies and Crown Attorney's as deemed to be "possessing or distributing child pornography."

HHMH CODE OF CONDUCT

1. Halton Hills Minor Hockey ("HHMH") is committed to providing a sport environment in which all individuals are treated with respect.
2. During the course of all HHMH activities, athletes, coaches, assistant coaches, trainers, managers, officials, parents, directors, officers, volunteers, employees or chaperones and others within HHMH and each of the HHMH Member Associations:
 - a. shall conduct themselves, at all times, in a fair and responsible manner and refrain from comments or behaviours that are disrespectful, offensive, abusive, racist or sexist. In particular, HHMH will not tolerate behaviour that constitutes harassment, abuse, bullying or misconduct;
 - b. shall avoid behaviour which brings HHMH and/or its Member Associations, or the sport of hockey into disrepute, including but not limited to the abusive use of alcohol and/or non-medical use of drugs;
 - c. shall not use unlawful performance enhancing drugs or methods, nor shall they engage in any activity or behaviour that endangers the safety of others; and
 - d. shall at all times adhere to the Hockey Canada, Ontario Hockey Federation ("OHF"), HHMH and its Member Associations' operational policies and procedures, to rules governing Hockey Canada, OHF, HHMH or HHMH Member Association events and activities and to rules governing any competition in which they participate on behalf of Hockey Canada, the OHF, HHMH or HHMH Member Association.
3. Failure to comply with this Code of Conduct may result in disciplinary action, including, but not limited to, the loss or suspension of certain or all privileges connected with HHMH including the opportunity to participate in Hockey Canada, OHF, OMHA, HHMH and its Member Association activities. Such discipline may include the removal or ban from an arena, games, practices and other team activities.

Discipline

In the event of a reported violation of this policy, HHMH along with the team(s) in question will investigate the violation. In the event a violation of the Social Media policy is determined to have occurred, disciplinary action will be taken by the Executive Members of the Board of Directors of HHMH. Such action may include suspension and/or removal from HHMH events for a determined or indefinite period of time. HHMH recognizes that perpetrator intent and victim impact may differ in each case and reserves the right to assess disciplinary steps or sanctions to



be taken each situation on a case-by-case basis, having reference to any previous disciplinary steps taken in similar cases. Any action by an individual or group of individuals that is considered potentially illegal will be reported to the proper authorities by a representative of the Executive members of the Board of Directors.