

Dorchester Minor Hockey Association

POLICIES AND PROCEDURES REVIEW

Policy 24. Communication, Website and Social Media

Reviewed by: Katie Haasen

DMHA’s primary method of communicating information will be its internet website. Information may also be communicated through its social media accounts, mass email to email addresses provided by its members and/or publication in the local Dorchester newspaper (ie. The Signpost).

Coaches and their designates may be granted access to the DMHA website for the purpose of maintaining team pages. All postings to the website must be respectful and consistent with the policies and procedures of DMHA. The executive may cause any posting to be removed if it is or could reasonably be perceived to be in conflict with the policies and procedures and/or those of Hockey Canada, OHF and/or OMHA, in which case the coach or designate may also have website access suspended.

Team pages may be used to report team news and events, and may feature the logos of team sponsors. The sponsors and their logos must comply with all applicable policies. Teams may post details of fundraising events on the team page provided that such events comply with the policies and procedures.

DMHA’s primary method of communicating information will be its internet website. Information may also be communicated through its social media accounts, mass email to email addresses provided by its members and/or publication in the local Dorchester newspaper (ie. The Signpost).

Coaches and their designates may be granted access to the DMHA website for the purpose of maintaining team pages. All postings to the website must be respectful and consistent with the policies and procedures of DMHA. The executive may cause any posting to be removed if it is or could reasonably be perceived to be in conflict with the policies and procedures and/or those of Hockey Canada, OHF and/or OMHA, in which case the coach or designate may also have website access suspended.

Team pages may be used to report team news and events, and may feature the logos of team sponsors. The sponsors and their logos must comply with all applicable policies. Teams may post details of fundraising events on the team page provided that such events comply with the policies and procedures.

The Dorchester Minor Hockey Association recognizes and appreciates the value of social media and social networking, including internet media, websites, and/or online social networks and/or communities, including but not limited to, Facebook, Twitter, Instagram, Snapchat, YouTube, blogs, chat groups and forums and any other social media network that allows users to communicate online. The Dorchester Minor Hockey Association also respects the right of all teams and association personnel and members to express their views freely in public. However, social media and networking can present particular concerns, including inappropriate unsupervised conduct which may be detrimental to the welfare of persons who are involved with the Dorchester Minor Hockey Association and/or which may breach the applicable Code of Conduct and/or related policies. Social media comments are “on the record” and are instantly published and available to the public and media. Everyone using social media communications should conduct themselves in an appropriate and professional manner at all times.

The following guidelines apply:

1. Refrain from inappropriate comments, including any comments or on-line behaviour that may constitute harassment, bullying and/or abuse. Inappropriate comments include those that may bring a person, team and/or the association into disrepute;

The Dorchester Minor Hockey Association recognizes and appreciates the value of social media and social networking, including internet media, websites, and/or online social networks and/or communities, including but not limited to, Facebook, Twitter, Instagram, Snapchat, YouTube, blogs, chat groups and forums and any other social media network that allows users to communicate online. The Dorchester Minor Hockey Association also respects the right of all teams and association personnel and members to express their views freely in public. However, social media and networking can present particular concerns, including inappropriate unsupervised conduct which may be detrimental to the welfare of persons who are involved with the Dorchester Minor Hockey Association and/or which may breach the applicable Code of Conduct and/or related policies. Social media comments are “on the record” and are instantly published and available to the public and media. Everyone using social media communications should conduct themselves in an appropriate and professional manner at all times.

The following guidelines apply:

5. Refrain from inappropriate comments, including any comments or on-line behaviour that may constitute harassment, bullying and/or abuse. Inappropriate comments include those that may bring a person, team and/or the association into disrepute;

2. Refrain from divulging confidential and/or personal information about a person, team or the association. Avoid revealing business or game strategy that could provide another team or individual a competitive advantage. Do not discuss injury information about any player. Only divulge information that is considered public;
3. Do not post details of a person's identity and/or his/her image online without the authorization of the person and/or his/her parent/guardian;
4. Each person shall be solely responsible for his/her own comments, and DMHA bears no responsibility or liability for any individual's social media postings.

The following are examples of social media and networking conduct considered to be in violation of this policy and may be subject to disciplinary action by the team and/or the association:

- a) Any posting deemed to be publicly critical of the association, team officials, players, parents, officials, other teams and/or which are detrimental to the welfare of any of the foregoing;
- b) Any posting of confidential information, including but not limited to, the following:
 - Player injuries;

6. Refrain from divulging confidential and/or personal information about a person, team or the association. Avoid revealing business or game strategy that could provide another team or individual a competitive advantage. Do not discuss injury information about any player. Only divulge information that is considered public;
7. Do not post details of a person's identity and/or his/her image online without the authorization of the person and/or his/her parent/guardian;
8. Each person shall be solely responsible for his/her own comments, and DMHA bears no responsibility or liability for any individual's social media postings.

The following are examples of social media and networking conduct considered to be in violation of this policy and may be subject to disciplinary action by the team and/or the association:

- a) Any posting deemed to be publicly critical of the association, team officials, players, parents, officials, other teams and/or which are detrimental to the welfare of any of the foregoing;
- b) Any posting of confidential information, including but not limited to, the following:
 - Player injuries;
 - Player movement;
 - Game strategies; or

| | |
|--|---|
| <ul style="list-style-type: none"> • Player movement; • Game strategies; or • Any other matter of a sensitive nature to a member of a team, association or an individual; <p>c) Negative or derogatory comments about any team, the Dorchester Minor Hockey Association, volunteers, staff, programs, players, or members;</p> <p>d) Any form of bullying, harassment, or threats against person associated with minor hockey, including team officials, players and/or officials;</p> <p>e) Photographs, video, or comments promoting negative or criminal behaviour, including, but not limited to: <input type="checkbox"/> Drug use;</p> <ul style="list-style-type: none"> • Racism; • Alcohol abuse; • Public intoxication; • Hazing; • Physical abuse; • Sexual abuse or exploitation; <p>f) Online activity that contradicts the current policies of the Dorchester Minor Hockey Association or any of the associations or organizations of which it is a member;</p> | <ul style="list-style-type: none"> • Any other matter of a sensitive nature to a member of a team, association or an individual; <p>c) Negative or derogatory comments about any team, the Dorchester Minor Hockey Association, volunteers, staff, programs, players, or members;</p> <p>d) Any form of bullying, harassment, or threats against person associated with minor hockey, including team officials, players and/or officials;</p> <p>e) Photographs, video, or comments promoting negative or criminal behaviour, including, but not limited to:</p> <ul style="list-style-type: none"> • Drug use; • Racism; • Alcohol abuse; • Public intoxication; • Hazing; • Physical abuse; • Sexual abuse or exploitation; <p>f) Online activity that contradicts the current policies of the Dorchester Minor Hockey Association or any of the associations or organizations of which it is a member;</p> <p>g) Online activity that is meant to alarm and/or cause harm to other individuals and/or to misrepresent fact or truth.</p> |
|--|---|

g) Online activity that is meant to alarm and/or cause harm to other individuals and/or to misrepresent fact or truth.

Board and Membership Feedback:

Edits made only to formatting and spacing.