

Hockey New Brunswick Social Media and Networking Policy

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, MySpace, LinkedIn, Foursquare and any other social media network that allows users to communicate online.

Hockey New Brunswick recognizes and appreciates the value of social media and the importance of social networking to all stakeholders. Hockey New Brunswick 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 Hockey New Brunswick's membership 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, League and/or Hockey New Brunswick.

Social Media Guidelines

- a) Hockey New Brunswick holds the entire Hockey New Brunswick membership 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 to a Team, Association, League, Hockey New Brunswick 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 Association and/or Team personnel, players, corporate partners and the media can review social media communications. You should conduct yourself in an appropriate and professional manner at all times.
- d) Refrain from divulging confidential information of 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. Once your comments are posted they cannot be retracted. 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 New Brunswick, Hockey New

Brunswick recommends that you request approval from your Team or Minor Hockey Association.

Social Media Violations

The following are examples of conduct through social media and networking mediums that are considered violations of the Hockey New Brunswick social media and networking policy and may be subject to disciplinary action by the Team, Minor Hockey Association, League and/or Hockey New Brunswick.

- a) Any statement deemed to be publicly critical of association, officials or detrimental to the welfare of a member of a team, association, league, Hockey New Brunswick or individual.
- b) Divulging confidential information that may include, but is not limited to the following
 - Player injuries;
 - Trades or other player movement;
 - Game strategies; or
 - Any other matter of a sensitive nature to a member of a team, association, league, Hockey New Brunswick or an individual
- c) Negative or derogatory comments about any team, association, league, Hockey New Brunswick staff, volunteers, programs, stakeholders, players or any Hockey New Brunswick member.
- d) Any form of bullying, harassment or threats against players or officials.
- e) Photographs, video or comments promoting negative influence or criminal behavior, including but not limited to;
 - Drug use;
 - Alcohol abuse;
 - Public intoxication;
 - Hazing;
 - Sexual exploitation; etc.
- f) Online activity that contradicts the current policies of Hockey New Brunswick or any of its member associations.
- g) Inappropriate, derogatory, racist or sexist comments of any kind, in keeping with the Hockey New Brunswick policies and regulations on these matters.
- h) Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

Discipline

The team, minor hockey association, league and/or Hockey New Brunswick will investigate reported violation(s) of this policy.

