



OPERATIONAL POLICY: SOCIAL MEDIA CONDUCT - MEMBERS
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POLICY DIRECTIVE

Respectful conduct on all social media channels, accounts and platforms is expected by Hockey Alberta from each Hockey Alberta Member organization.

This includes:

- the board, staff, volunteers, coaches, trainers, players, parents and any other individuals connected to the organization; and
- social media created and utilized by the organization, or personal accounts created and utilized by any individual who is part of the organization.

PRINCIPLES

1. Hockey Alberta expects that each Member organization will have policy and procedure language in place to deal with situations when behaviour on social media may constitute unacceptable conduct, abuse and/or harassment.

The following are examples of conduct that would be considered unacceptable:

- a) Bullying, harassment, intimidation or threats of any type.
- b) Making negative or derogatory comments about, or statements deemed detrimental to the welfare of, any individual or group.
- c) Divulging confidential information or any other matter of a sensitive nature.
- d) Posting photographs, video or comments promoting negative influences or criminal behavior, including but not limited to drug use, alcohol abuse, public intoxication, hazing, and sexual harassment.
- e) Undertaking activity that contradicts the current policies of Hockey Alberta or any of its Member organizations.
- f) Undertaking activity that is meant to alarm other individuals or to misrepresent fact or truth.

2. There are two options for a Member organization:

- integrate unacceptable conduct on social media channels into existing code of conduct and discipline policies; or
- create a separate social media conduct policy.

3. Whichever option is chosen, the policy and procedural language should include:

- a statement of what constitutes unacceptable conduct/ behaviour on social media by its members;



- an outline of best practices and recommendations on how to utilize social media channels to promote positively the organization, its members, programs and partnerships;
- a statement of the process and procedures by which the organization will investigate and adjudicate situations of unacceptable conduct/ behaviour on social media by its members;
- the range of potential disciplinary action that could be assessed; and
- the appeal process after disciplinary action is taken.

NOTE: If requested, Hockey Alberta will provide a Member organization with a copy of the Hockey Alberta Social Media Conduct policy to be used as a template for Members in developing their own policy.