



## WEST VANCOUVER MINOR HOCKEY ASSOCIATION

# Social Media Policy

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### Social Media Guidelines

- a) All parents and players participating in social media are asked to voluntarily follow WVMHA's social media accounts. These include our Instagram, Facebook and Twitter (X) accounts. All our accounts are: @westvanhockey
- b) WVMHA holds members who participate in social media and networking to the same standards as it does for all other forms of media including radio, television and print.
- c) Comments or remarks of an inappropriate nature which are detrimental to WVMHA or any constituent team, other Associations and Leagues or any of their constituent teams, BC Hockey or an identifiable individual will not be tolerated and will be subject to disciplinary action in accordance to our Zero Tolerance Policies. This includes immediate suspension and potential expulsion from the Association.
- d) Social media comments are on the record and instantly published and available to the public and media. Everyone including Association and/or team personnel, parents, players, corporate partners and the media can review social media communications. You should conduct yourself in an appropriate and professional manner at all times.
- e) Ensure that you always strive to add value to any social media conversation. If you are uncertain about a post, consider if the comment is making a contribution, helping understand, solving a problem, improving knowledge or skills, or building a sense of community.
- f) Divulging confidential information of a personal or team related nature is prohibited. Do not discuss medical or injury information about any player. Only divulge information that is considered public.
- g) Show respect for audiences and the Association by ensuring that content is family friendly, protects the privacy of others, respects different opinions and

does not knowingly breach privacy or copyright laws. Include links to relevant resources where applicable.

- h) Use your best judgement 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.

## Social Media Violations

The following are examples of conduct through social media and networking mediums that are considered violations of our social media policy and may be subject to disciplinary action in accordance with our Zero Tolerance policies.

- a) Any statement deemed to be publicly critical of Association officials or detrimental to the welfare of a member of a team, association, league, BC Hockey or individual.
- b) Any form of bullying, harassment or threats against players or officials of any minor hockey association. This includes mocking, threatening or harassing players and members of opposing teams.
- c) Divulging confidential information on anyone or any team associated with WVMHA.
- d) Negative or derogatory comments about any player, team, association, league, staff, volunteers, programs, stakeholder, or any BC Hockey member.
- e) Photographs, video or comments promoting negative influences or criminal behavior, including but not limited to alcohol abuse, public mischief, hazing, bullying, and sexual exploitation.
- f) Inappropriate, derogatory, racist, or sexist comments of any kind.

## Zero Tolerance for Cyberbullying

**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.

Any player, team official, contractor, parent or volunteer caught or suspected of cyberbullying of any member or guest of WVMHA, including opposing teams, players, associations and leagues, will be automatically suspended indefinitely pending review by the WVMHA Board of Directors and Ombudsperson.

Any infraction may cause the Board to expel a player, team official, contractor, parent or volunteer from the association with no refund of fees or remuneration.