

LMHA Social Media 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, Googleplus, YouTube and any other social media network that allows users to communicate online. The policy will be applicable to all members of the LMHA Community, including Directors, Teams, LMHA members and staff, on-ice and off-ice officials, billets, players, players' family members and supporters.

The LMHA recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. The LMHA also respects the right of all members and affiliates 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 the LMHA Community on the risks of social media and to ensure all members and affiliates are aware that conduct deemed to be inappropriate may be subject to disciplinary action by the Team and/or LMHA.

Blogs, social networks and Websites such as Facebook, Twitter, Instagram and YouTube are exciting communication channels for you to share your positive hockey experiences. LMHA supports participation and involvement with social media communities and will view comments/posts as public information.

The following guidelines have been developed for you to follow when posting to a blog of some other form of social media. General recommendations:

- Think before you post
- Respect the community of which you are posting
- Be enthusiastic
- Do not post personal information
- Be accurate
- Posting inappropriate pictures can cause issues for you, your team and your organization
- Double check your privacy/security settings

2. SOCIAL MEDIA GUIDELINES

a) The LMHA holds all 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.

b) Comments or remarks of an inappropriate nature which are detrimental to a Team, the Association or an individual will not be tolerated and will be subject to disciplinary action.

c) It should be recognized that social media and comments such as 'texting' are on the record and can be instantly replicated and published. 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) Use your best judgment at all times – pause before posting or sending. Once your comments are posted or sent they cannot be retracted. Ultimately, you are solely responsible for your comments.

3. SOCIAL MEDIA VIOLATIONS

The following are examples of conduct through social media and networking mediums that are considered violations of the LMHA Social Media and Networking Policy and may be subject to disciplinary action by the **Team and/or LMHA**

- a) Any statement deemed to be publicly critical of Association officials or detrimental to the welfare of a member Team, the Association or an 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 Team, the Association or an individual.
- c) Negative or derogatory comments about any of the **Team, and/or LMHA members/officials**
- d) Any form of bullying, harassment, intimidation or threats against players or officials.**
- e) Photographs, video or comments promoting negative influences 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 the LMHA or any of its member Association.
- g) Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with the LMHA policies and regulations on these matters.
- h) Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

4. DISCIPLINE

The Team and/or LMHA will investigate reported violation(s) of this policy in the manner set out in the LMHA Handbook for other types of violations. If the investigation determines that a violation has occurred, the Team and/or LMHA Executive will impose an appropriate suspension. This decision will not be appealable.

5. SUMMARY

When using social media and networking mediums, the LMHA community should assume at all times they are representing their team and/or the LMHA. All members of the LMHA community should remember to use the same discretion with texting, etc., social media and networking as they do with other traditional forms of media.