



## BYTOWN DISTRICT SOCIAL MEDIA AND ELECTRONIC COMMUNICATION POLICY

For the purpose of this Social Media and Networking Policy, the policy will encompass public communications through Instagram, Snapchat, Facebook, Twitter, and any social media platform that allow users to communicate online.

This policy also applies to all forms of electronic communication, including but not limited to email and forms of text messaging.

The policy will be applicable to all members of Bytown District, including Board Members/Directors, hockey volunteers, teams, on-ice and off-ice officials, and players and their families.

Bytown District recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. Bytown District 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 the Bytown District community on the risks of social media and to ensure all teams and District and Association personnel are aware that conduct deemed to be inappropriate may be subject to disciplinary action by Bytown District and its Associations.

### ***Social Media Guidelines:***

- a) Bytown District holds the entire District community 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, Association, League, District, volunteer, or an individual will not be tolerated and individuals making these comments 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. You should conduct yourself in an appropriate and professional manner at all times.
- d) Refrain from divulging confidential information of a 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 player injury information. 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 as they are published for the public record.



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f) If requested to participate in an online network or texting group as a direct result of your affiliation with or participation in Bytown District teams, we recommend that you request approval from your Team or Association, League or District.

g) Players or hockey operations staff are not permitted to participate in social media or networking two hours prior to the start of a game and at least one hour following completion of the game.

### ***Social Media Violations:***

The following are examples of conduct through social media and networking mediums that are considered violations of the Bytown District Social Networking Policy and may be subject to disciplinary action by the Association and/or the District Discipline and Appeals Committee.

a) Any statement deemed to be publicly critical of Bytown District volunteers / officials or detrimental to the welfare of a member Team, its Association or an individual.

b) Divulging confidential information that may include, but is not limited to the following: player injuries; game strategies; or any other matter of a sensitive nature to a member Team, Association, League, District or an individual.

c) Negative or derogatory comments about a team, League, programs, stakeholders, players or any member of Bytown District or other Districts/Associations/Leagues within HEO Minor.

d) Any form of bullying, harassment or threats against players or officials. This includes emailing of a harassing nature to/from Board Members/Directors, Teams, Association / League / District members, on-ice and off-ice officials, players, players' family members and supporters.

e) Photographs, video or comments promoting negative influences or criminal behaviour, including but not limited to: drug use, alcohol abuse, public intoxication, hazing, sexual exploitation, [bucket boxing] etc.

f) Online activity that contradicts the current policies of Hockey Canada, Hockey Eastern Ontario, HEO Minor and Bytown District.

g) Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with Hockey Canada, Hockey Eastern Ontario, HEO Minor and Bytown District policies and regulations on these matters, such as the Bytown District Code of Conduct and Association policy.

h) Online activity that is meant to alarm other individuals or to misrepresent fact or truth.



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### ***Discipline:***

Bytown District and its Associations will investigate reported violation(s) of this policy in the manner set out in the HEO Operating Policies for other types of investigations. If the investigation determines that a violation has occurred, Bytown District / Association will impose an appropriate suspension, considering:

- A) The intent of the violator
- B) Whether harm, physical or otherwise, resulted from the violation
- C) The circumstances of the violation
- D) The effect the violation had on its recipient, the recipient's family, the team, the Association, the League or community.
- E) Any previous social media violation.

Any appeal of the suspension will be dealt with as set out in an Association, District, or HEO Minor/HEO Operating Policies for other types of suspensions.

### ***Summary:***

When using social media and networking mediums, the Bytown District community should assume at all times they are representing the District and all of its Associations. All members of the Bytown community should remember to use the same discretion with social media as they do with other traditional forms of media.

Should the identity or image of any member of the Bytown community be used in social media and networking without the authorization of the individual, team or Association, this is considered to be identity theft. Please notify your Association and District immediately. Any use of a player or team member's image or likeness without the written consent of HEO is strictly prohibited.

Bytown District Council  
Approved: November 2019.