



## CMHA SOCIAL MEDIA POLICY

Caledon Minor Hockey Association (CMHA) uses social media to communicate news and upcoming events. We recognize that those who are involved in or participate within the organization may also use social media in their private lives.

This written policy applies to all Executive Members, Bench Staff, Parents, Players and any individuals who are associated with CMHA (i.e. outside volunteers, family members etc.), and outlines what CMHA expects from our members when using social media. This policy aims to protect any member of our association in any role and to encourage individuals to be responsible for what they communicate on social media.

### Policy Statement

The CMHA recognizes that the internet provides unique opportunities to participate in interactive discussions and share information using a wide variety of social media, this includes but is not limited to Facebook, X, Instagram, Snapchat, and blogs.

The CMHA Code of Conduct governs over all social media forums and CMHA members must continue to abide by the Code of Conduct when participating in social media exchanges.

CMHA members are not permitted to use social media forums to do what they are not otherwise permitted to do elsewhere (i.e. through the Code of Conduct).

It is imperative that all CMHA members adhere to the Code of Conduct in all situations, including during the use of all Social Media forums and technology. Otherwise, appropriate measures will be taken and Code of Conduct guidelines and CMHA disciplinary action will be followed to address such infractions.

In the event of a parent incurring the infractions, the disciplinary action may impact the player(s) as they may be considered to be "not in good standing", which will result in further implications for the player(s).

CMHA members are to be aware of the effect their actions may have on their images as well as the image of CMHA.

Advance and appropriate permissions are required for the parties shown within the posting of any CMHA member social media content.

CMHA members are to refrain from posting material that is inappropriate in nature, harmful to CMHA or its members and may be of malicious intent. No form of bullying, harassment or threats against players, bench staff or officials will be tolerated.

Further to the above, although this is not an exclusive list, examples of prohibited social media conduct include:

- Abusive, profane, derogatory or offensive comments

- Posting of images that are degrading
- Slanderous or defamatory remarks (inclusive of obscene language)
- Posting of images which could compromise the safety of CMHA members
- Posting images of CMHA players and other individuals under the age of 18 without permission
- Content that promotes or perpetuates discrimination based on race, creed, color, age, religion, gender, marital status, national origin, physical/mental disabilities, or sexual orientation
- Posting comments or releasing information that is considered confidential

When in doubt regarding a photo, social media post, etc., CMHA members should speak with the CMHA Marketing & Social Media lead.

CMHA members are prohibited from the use of social media in dressing rooms or other areas that would be considered private for the purpose of changing ahead of or during games, practices, dryland training and/or otherwise moments of privacy. This includes all CMHA members per the definition listed above. Dressing room photo's may be approved, so long as CMHA members are fully clothed, all photo permission have been obtained, and there are no violations to the CMHA Code of Conduct.

CMHA members are to abide by the CMHA Code of Conduct within social media interactions with other CMHA members and/or members of the OMHA or other hockey organizations.

#### DOCUMENT HISTORY

August 2024 – Replacing prior Social Networking Policy, Updated by Sarah Shaw VP of Risk