



Cochrane Minor Hockey Association (CMHA)

Policy Title: Social Media Policy

Reviewed Date: April 15, 2025

Website: www.cochraneminorhockey.com

1.0 Overview

This policy establishes expectations for public communications via social media platforms such as Facebook, Twitter, Instagram, and Snapchat. It applies to all members of Cochrane Minor Hockey Association (CMHA), including staff, board members, coaches, officials (on and off-ice), players, and player family members and supporters.

CMHA recognizes the value of social media in building community and celebrating the game. However, to maintain a positive image and safe environment, members must use these platforms responsibly. Inappropriate online conduct may result in disciplinary action by CMHA or affiliated governing bodies.

2.0 Social Media Guidelines and Policy

2.1 All social media communications are subject to the same scrutiny as traditional media. Inappropriate or harmful comments will not be tolerated and may lead to disciplinary action.

2.2 CMHA is committed to an inclusive environment. Language or behavior that is offensive, disrespectful, abusive, racist, sexist, or harassing will not be tolerated.

2.3 Members must respect privacy and confidentiality. Avoid posting personal information, especially that of other members, without permission.

2.4 Issues involving teams, officials, or CMHA should be resolved offline. Disputes should not be handled through public social platforms.

2.5 Engagements such as sharing or retweeting third-party content may be interpreted as endorsements. Exercise caution and ensure alignment with CMHA values.

3.0 Social Media Violations

3.1 Violations include online behaviors that damage the reputation or well-being of CMHA, its members, or affiliated organizations.

3.2 Examples of violations include:

- Publicly criticizing CMHA officials, teams, or individuals.
- Sharing confidential information or inappropriate images and videos.
- Bullying, threats, or intimidation of players, officials, or members.



- Promoting illegal, unsafe, or unethical behaviors such as drug use, alcohol abuse, hazing, or sexual exploitation.
 - Posting content that misrepresents the facts or causes undue alarm.
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4.0 Discipline

4.1 Players

- May receive written reprimands or be required to issue an apology.
- May be suspended from games, events, or activities for a set period.

4.2 Parents and Supporters

- May be suspended from attending CMHA events.
- The player associated with the supporter may also be subject to discipline.

4.3 Staff, Directors, Coaches, and Officials

- May be asked to issue an apology or may be suspended from events or duties.
- May face removal from their role depending on the severity of the violation.

All disciplinary actions will be reviewed and enacted by the CMHA Board of Directors.

5.0 Summary

Social media is a powerful tool that can build up our community or damage it. CMHA encourages all members to use these platforms to celebrate our programs, promote sportsmanship, and uplift one another. Members should always conduct themselves online as ambassadors of CMHA.