

3.4 SOCIAL MEDIA POLICY

POLICY OVERVIEW

The Pembina Minor Hockey Association (PHMA) expects all members – including players, parents, team officials, volunteers, and anyone connected to the Association – to maintain a high standard of respect both on and off the ice. Online activity and social media member posts are direct reflections of our Association. This policy covers all official PMHA/Team accounts and Personal Accounts when the content relates to our hockey community or could impact the Association’s reputation. THINK before you post! Is what you are about to post:

- T- is it True?
- H – is it Hurtful?
- I – is it Illegal?
- N – is it Necessary?
- K – is it Kind?

The Association encourages posts that celebrate the spirit of the game, such as team successes, player development, and community volunteerism. Showing sportsmanship towards opponents and showing gratitude for officials and volunteers is considered acceptable conduct online. Members are expected to be respectful of others’ privacy and preferences.

PROHIBITED CONDUCT

The following behaviors are considered unacceptable by the Association and are subject to disciplinary action:

- **Maltreatment and Bullying:** Any form of harassment, cyberbullying, intimidation, or threats.
- **Public Criticism:** Negative or derogatory comments, or comments deemed detrimental to the welfare of an individual or group.
- **Breach of Privacy:** Sharing non-public and/or confidential information, such as injury reports, team strategies, or private personal data.
- **Illegal Activities:** Posting or promoting any kind of criminal activities including but not limited to drug use, alcohol abuse, public intoxication, vaping, hazing, and sexual harassment.
- **Dressing Room Privacy:** A strict zero-tolerance policy regarding photos or videos taken in dressing rooms or washrooms.
- **Policy Non-Compliance:** Engaging in activities that contradict the current policies of the Association and Hockey Alberta.
- **Deceptive Behaviour:** Engaging in activity that is designed to alarm others or misrepresent fact or truth.

DISCIPLINARY ACTION

Violations of this policy will be reviewed by the Game and Conduct Director and/or Board of Directors. If it is determined that a violation of this policy has occurred penalties may range from warnings and mandatory training to suspension or removal from the Association, depending on the severity of the infraction.

SUMMARY

Pembina Minor Hockey Association encourages team spirit, camaraderie and positive messaging. When utilizing social media platforms or other digital spaces, remember to pause and THINK before posting. Whatever you post online affects both your reputation and that of the Association.