



RED DEER MINOR HOCKEY

Social Media Policy

Purpose & Applicability

This Social Media Policy applies to all coaches, players, parents/guardians, team officials, volunteers, staff and any other members of the Red Deer Minor Hockey (RDMH) community when they post on or interact via social media (including but not limited to Facebook, Instagram, X/Twitter, TikTok, YouTube, WhatsApp, Snapchat, blogs, forums) in their capacity as part of RDMH or in a way that may reflect upon RDMH.

In doing so, this policy is governed by and aligned with our Player, Parent and Coach Codes of Conduct.

Guiding Principles

- All individuals representing or associating with RDMH are ambassadors of the organization. Your online conduct has the potential to affect not only your own reputation but also the reputation of your team, fellow members, and RDMH as a whole.
- The objective of this policy is to ensure a safe, respectful, inclusive, and positive environment for all members of the hockey community — players, parents, coaches, officials, volunteers, and supporters.

Acceptable and Expected Behaviour

When posting or interacting via social media in contexts related to RDMH, individuals should:

- Act with respect, integrity, and courtesy toward others at all times.
- Promote and model good sportsmanship, positive communication, and constructive engagement.
- Think carefully before posting. Once content is shared online, it may be permanent and widely accessible. When in doubt, pause and consider how the post might appear to your team, your family, or a future audience.
- Use social media as an opportunity to celebrate successes, share positive moments, build team culture, and engage respectfully with the community.





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Unacceptable Behaviour – Policy Violations

The following examples (non-exhaustive) constitute behaviour that **may** lead to disciplinary action under RDMH Conduct Management Process:

- Bullying, harassment, intimidation, threats, or hateful comments directed at any individual or group.
- Negative or derogatory remarks about a player, coach, parent, official, volunteer, team, association, or competitor.
- Comments or posts that are harmful, malicious, or detrimental to an individual person or group, or to RDMH, a team, or another association.
- Disclosure of confidential information, personal data, or any matter of a sensitive nature without proper authorisation.
- Posting or sharing images, videos or comments that depict or promote negative influences or unlawful behaviour — including but not limited to drug use or distribution, alcohol abuse, public intoxication, hazing, sexual harassment, or assault. (These instances must be reported to RDMH for investigation or to the RCMP.)
- Misrepresenting facts, creating false narratives, or performing online activity that is intended to alarm, mislead or defame others.
- Conduct that contradicts or undermines any current RDMH policy or code of conduct.

Reporting & Disciplinary Procedures

- Incidents of suspected policy violations should be reported via the RDMH Incident Reporting form and will be managed under RDMH Conduct Management Process.
- The Disciplinary Committee, operating under the authority of the RDMH Board, will determine whether a social-media post or conduct is deemed detrimental or harmful in its sole discretion.
- Consequences may include removal of posts, blocking of accounts from official platforms, suspension of privileges, removal from team or association roles, or other measures consistent with RDMH disciplinary framework.

Additional Considerations

- Official RDMH social media accounts should be administered by designated individuals or committees and overseen for appropriate content, including photo/video postings of youth players.
- Consent must be obtained (via registration forms or similar) before posting images/videos of minors in association with RDMH or identifying them by name, unless otherwise permitted.
- Even in private or personal social-media accounts, content that reflects on or affects the reputation of RDMH may be subject to review under this policy.





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- Social media is an extension of the playing environment — all participants are encouraged to “take the high road,” and disengage respectfully rather than escalate conflict.

Review & Updates

- This policy will be reviewed and updated periodically by the Operations Staff to reflect evolving platforms, legal requirements, and best practices.
- All members will be notified of any significant changes and will be required to adhere to the policy as revised.

Effective Date: 11-21-2025

Next Review Date: 06-01-2026

Policy Number: RDMHP25003

