



***Rich Tradition  
Strong Future***



SASKATCHEWAN JUNIOR HOCKEY LEAGUE

SOCIAL MEDIA AND NETWORKING POLICY

### 1. INTRODUCTION

For the purpose of this Social Media and Networking Policy, the policy will encompass public Communications through such internet mediums and websites as Twitter, Facebook, MySpace, LinkedIn, Foursquare, Text Messaging, Emails and any other social media network that allows users to communicate online.

The policy will be applicable to all members of the SJHL Community at the Club and League levels including Governors, General Managers, Hockey Operations staff (which includes but not limited to Coaches, Assistant Coaches, Trainers) Business Operations staff, Scouts, Medical personnel, on-ice and off-ice officials, billets, players and SJHL Office staff.

The SJHL recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders.

The SJHL also respects the right of all Clubs and League 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 SJHL Community on the risks of social media and to ensure all Clubs and League personnel are aware that conduct deemed to be inappropriate may be subject to disciplinary action (which could include dismissal and or refusal of employment) by the Club and The League.

1) Disciplinary Action could be but not limited to the following:

- a) Dismissal from employment
- b) Refusal of employment
- c) Dismissal from Volunteer Duties

- d) Suspension from Volunteer Duties
- e) Refusal of Volunteer for Duties

## 2. SOCIAL MEDIA GUIDELINES

- a) The SJHL holds the entire SJHL Community who participates 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 Club or the League will not be tolerated and will be subject to disciplinary action.
  
- c) Previous allegations regarding comments or remarks of Photographs, video or comments promoting negative influences or criminal behavior, including but not limited to: drug use, alcohol abuse, public intoxication, sexual exploitation, sexual orientated comments etc. could be subject to disciplinary action.
  
- d) It should be recognized that social media comments are on the record and instantly published and available to the public and media. Everyone including League and/or Club personnel, players, corporate partners and the media can review social media communications. You should conduct yourself in an appropriate and professional manner at all times.
  
- e) 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 injury information about any player. Only divulge information that is considered public.
  
- f) 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 and they are published for the public record.
  
- g) If requested to participate in an online network, as a direct result of your affiliation with or participation in the SJHL, the SJHL recommends that you request approval from the Club or the League.

h) Players or hockey operations staff are not permitted to participate in social media or networking two (2) hours prior to the start of a SJHL game and at least one (1) hour following the completion of a SJHL game.

### 3. SOCIAL MEDIA VIOLATIONS

The following are examples of conduct through social media and networking mediums that are considered violations of the SJHL Social Media and Networking Policy and may be subject to disciplinary action by the SJHL, at the discretion of the SJHL PRESIDENT.

a) Any statement deemed to be publicly critical of League officials or detrimental to the welfare of a member Club or the League.

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

c) Negative or derogatory comments about any of the SJHL staff, programs, stakeholders, players or any member of a SJHL Club.

d) Photographs, video or comments promoting negative influences or criminal behavior, including but not limited to: drug use, alcohol abuse, public intoxication, sexual exploitation, sexual orientated comments etc.

e) Online activity that contradicts the current policies of the SJHL.

f) Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with the SJHL policies and regulations on these matters.

### 4. REPORTING AN INCIDENT

a) reports will be sent to the President of the SJHL

b) reports will contain a copy of the medium used and the contents that contravenes the SJHL policy

c) incidents must be reported within 72 hours of the incident

### 5. SUMMARY

The SJHL community, when using social media and networking mediums, should assume at all times they are representing the SJHL and/or its member Clubs. All members of the SJHL community should remember to use the same discretion with social media and networking as

they do with other traditional forms of media. Should the identity or image of any member of the SJHL Community be used in Social Media and Networking without the Individual, Club or League authorization, this is considered to be identity theft.

Please notify your SJHL Club Management or the SJHL Office immediately.

Any use of a player or team member's image or likeness without the written consent of the SJHL is strictly prohibited.

Dated at the City of \_\_\_\_\_ in the Province of Saskatchewan this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_.

\_\_\_\_\_  
Witness for SJHL Team

\_\_\_\_\_  
Signature of Applicable Person