



## Olds Minor Hockey Association: Social Media and Digital Policy

**Organization:** Olds Minor Hockey Association (OMHA)

**Policy Name:** Social Media and Digital Policy

**Date of Policy Adoption:** November 13, 2024

**Date of Policy Amendments:** TBD

**Policy Purpose:** The purpose of the Association's Social Media and Digital Policy is to abide by Hockey Canada and Hockey Alberta's regulations, and establish consistent expectations that provide for safe online and digital engagement for Olds Minor Hockey Association participants.

<b>Applicable Hockey Canada Regulation(s):</b>	No	<input checked="" type="checkbox"/> Yes
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<b>Applicable Hockey Alberta Regulation(s):</b>	No	<input checked="" type="checkbox"/> Yes
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<b>Applicable Olds Minor Hockey Association Bylaw(s):</b>	No	<input checked="" type="checkbox"/> Yes
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This policy is authorized under Article 3.7.a (i) and 11.2.d of the Olds Minor Hockey Association bylaws.

### **Olds Minor Hockey Association Policy:**

#### *Zero Tolerance:*

- Olds Minor Hockey Association is committed to providing all players and Association participants with a bullying-free, harassment-free, and safe online and digital environment.
- The Association will strictly enforce this policy.
- When warranted, the Association will report the matter to law enforcement.



## Olds Minor Hockey Association: Social Media and Digital Policy

### *Scope of the Policy:*

- For purposes of the “Social Media and Digital Policy”, social media and digital engagement includes, but is not limited to, public communications through communication mediums such as: X (formerly known as Twitter), Facebook, Instagram, LinkedIn, Snapchat, Tik Tok, TeamSnap, WhatsApp, gaming, instant messaging, texts, and any other social media or online network that allows users to communicate digitally.
- The policy applies to all members of the Olds Minor Hockey Association who are required to provide written consent to the Association’s “Positive Participation Policy”.
- The Olds Minor Hockey Association respects the right of the Association’s individual participants and teams to express their views publicly; Members are, however, expected to abide by the Association’s bylaws, policies, and procedures.

### *Official Association Social Media Accounts:*

- Only the centralized Facebook and Instagram social media accounts of the Association are the official accounts representing Olds Minor Hockey Association.
- Other social media accounts affiliated with the Association do not represent official communications of Olds Minor Hockey Association; however, account administrators should be aware that all activity generated from Olds Minor Hockey affiliated accounts will be perceived by members of the public as representing the Association.

### *Access to Official Social Media Accounts:*

- Two individuals in the Association must have electronic access to the Association’s official social media accounts. The persons with access will be the Director responsible for social media oversight and the Executive Administrator.



## Olds Minor Hockey Association: Social Media and Digital Policy

### *Social Media Accounts for Teams:*

- Individual teams may host a social media account for their team, provided the following conditions are met and abided by:
  - The team must designate one parent/guardian associated with the team to be the account administrator who is responsible for all content generated from and activity associated with the account.
  - All team branding associated with the account must align with the branding standards set out in the Association's "Apparel and Equipment Policy and Procedure".
  - The account's content and engagement must follow the Association's standards set out in the "Positive Participation Policy" and the "Social Media and Digital Policy".
  - The team's account administrator must immediately report any online incident or concern to the Division Coordinator which may cause the Association reputational damage, harm, or incite concern; and
  - At the end of the season, the individual responsible for the account must either close the account or transfer email and password access to the Association's Executive Administrator so that the account usage can be reactivated for the team in the following season.

### *Prohibited Social Media and Digital Conduct:*

- The following are examples of the Association's prohibited conduct through social media and digital mediums:
  - Any statement deemed to be publicly critical, negative, derogatory, or detrimental to the welfare of Olds Minor Hockey, officials, coaches and other team personnel, the Association's contracted workers or volunteers, teams, players, parents/guardians, any member of an opposing team, or vulnerable classes of persons.
  - Divulging confidential information of a personal or team related nature that may include, but is not limited to, the following: player injuries, game strategies, anything which could provide another individual or team...



Olds Minor Hockey Association:  
Social Media and Digital Policy

*Prohibited Social Media and Digital Conduct (Continued):*

- ... competitive advantage, or any other matter of a sensitive nature to a team, any individual, or Olds Minor Hockey.
- Any form of bullying, harassing, intimidating or threatening content against Olds Minor Hockey, players, officials, coaches or other team personnel, parents/guardians, the Association's volunteers and contracted workers, any member of an opposing team, or vulnerable classes of persons.
- Photographs, video, or comments violating privacy or promoting negative influences or criminal behavior.
- Online activity intended to alarm, or which misrepresents fact or truth.
- Online activity that contradicts the current bylaws, policies, and procedures of the Association.

*Violations of the Policy:*

- Violations of the Association's "Social Media and Digital Policy" may be subject to disciplinary action by Olds Minor Hockey according to the Association's bylaws, policies, and procedures.
- If, in the opinion of Olds Minor Hockey Association, a social media post or other online comment is causing a negative or concerning reaction, the generator of the post may be asked to remove the post.
- If the source of the post or comment does not comply with the request to remove it, the responsible person may be immediately suspended until a hearing with the Disciplinary Committee can be convened to respond to the matter. An automatic suspension in this circumstance means that the suspended person is not permitted to participate in any Olds Minor Hockey Association's hockey or off-ice activities until the Disciplinary Committee issues a decision.

**Policy Review:** This policy will be reviewed annually by the Olds Minor Hockey Association Board of Directors.



## Olds Minor Hockey Association: Social Media and Digital Policy

### **Policy Oversight:**

The Division Coordinators are primarily responsible for the implementation of this policy, although there are policy accountabilities for all Association affiliates.

### **Operational Appendix:**

n/a