



SOCIAL MEDIA POLICY

Effective 2020-05-11

1. SOCIAL MEDIA POLICY

- 1.1 This Social Media Policy of the Ontario Hockey Federation (OHF). Individuals who are associated with the OHF (member), who participate in social media, should understand how to conduct themselves online. Failure to do so could put your future participation at risk.
- 1.2 The Policy will continually evolve as new technologies and social networking tools emerge.

2. SOCIAL MEDIA IS ONLINE COMMUNICATION, WHICH INCLUDES, BUT IS NOT LIMITED TO:

- 2.1 Facebook
- 2.2 Twitter
- 2.3 Instagram
- 2.4 Blogs
- 2.5 Pinterest
- 2.6 Flickr
- 2.7 YouTube
- 2.8 Yammer

3. THE OHF (MEMBER) ENCOURAGES YOU TO ENGAGE IN SOCIAL MEDIA. WHEN USING SOCIAL MEDIA AND NETWORKING MEDIUMS, YOU SHOULD CONSIDER AT ALL TIMES THAT YOU ARE REPRESENTING THE OHF (MEMBER).

- 3.1 Content on Social Media should portray a positive image, of the participant, team, association or league. Participants who have or moderate a social media account must conduct themselves in a professional manner at all times.

4. BE TRANSPARENT

- 4.1 Your honesty—or dishonesty—will be quickly noticed in the social media environment. If you are blogging, use your real name, and be clear about your role. If you have a vested interest in something you are discussing, be the first to point it out, transparency is about your identity and relationship to the OHF (Member). You still need to keep confidentiality around proprietary information and content.
- 4.2 Social media is now considered the same as all other forms of media and everything you say is public.

5. IT'S A CONVERSATION

- 5.1 Be enthusiastic. Enthusiasm is contagious and the positive comments you make online can and will help promote the sport of hockey.
- 5.2 Be respectful, even to those who are not. Don't get into a war of words. If you feel that some comments are inappropriate, make sure someone from your member level is aware of the situation.

6. CREATE SOME EXCITEMENT

- 6.1 The OHF (Member) is making important contributions to the amateur hockey community, let's share with the world the exciting things we're learning and doing—and open up the channels to learn from others.

7. BE A LEADER

- 7.1 There can be a fine line between healthy debate and incendiary reaction. Do not denigrate our members or the OHF, nor do you need to respond to every criticism or barb. Try to frame what you write to invite differing points of view without inflaming others. Some topics like politics or religion slide more easily into sensitive territory, so be careful and considerate. Once the words are out there, you can't really get them back, and once an inflammatory discussion gets going, it's hard to stop.

8. WHILE WE STRONGLY ENCOURAGE USER PARTICIPATION, THERE ARE SOME GUIDELINES WE RECOMMEND THAT YOU FOLLOW TO KEEP IT SAFE FOR EVERYONE.

- 8.1 Stick to your area of expertise and provide unique, individual perspectives on what's Going on, in the sport of hockey.
- 8.2 Post meaningful, respectful comments—in other words, no spam and no remarks that are off-topic or offensive.
- 8.3 Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
- 8.4 When disagreeing with others' opinions, keep it appropriate and polite.

9. RESPECT IS FOR EVERYONE, NOT JUST THOSE YOU WANT TO IMPRESS.

- 9.1 Correct your own mistakes.
- 9.2 If you are making a factual error in a post, create an update to correct it. If you're posting to a blog, you may choose to modify an earlier post, just make it clear that you have done so.
- 9.3 Think before posting.
- 9.4 If you're about to publish something that makes you even the slightest bit uncomfortable, don't send it. Once your comments are posted, they cannot be retracted. Be careful not to escalate issues, as it is your responsibility, to be sure what you are posting is correct. Use your best judgment at all times.