



## Social Media and Networking Policy

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, Instagram, LinkedIn, Foursquare and any other social media network that allows users to communicate online.

The policy will be applicable to all members of the Saugerties Youth Hockey Association (SYHA) including all Teams, SYHA members, volunteers, and coaches, on-ice and off-ice officials, players, players' family members and supporters.

The SYHA recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. SYHA also respects the right of all Teams and Association 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 SYHA Community on the risks of social media and to ensure all Teams and Association personnel are aware that conduct deemed to be inappropriate may be subject to disciplinary action by the Team, the SYHA Executive Board, New York State Amateur Hockey and/or USA Hockey.

### **SOCIAL MEDIA GUIDELINES**

a) The SYHA Executive Board holds the entire Saugerties Youth Hockey 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.

i. The SYHA Executive Board must approve all social media accounts relating to the SYHA including but not limited to SYHA members, volunteers, coaches, on-ice and off-ice officials, and all players. The SYHA Executive Board reserves the right to full oversight over all SYHA related social media and networking accounts as deemed necessary. The SYHA Executive Board may suspend or delete any social media or networking account that is directly associated with the SYHA including all team pages and/or accounts.

b) It should be recognized that social media comments are on the record and instantly published and available to the public and media. Everyone including Association and/or Team 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.

c) Comments or remarks of an inappropriate nature which are detrimental to a Team, the Association or an individual will not be tolerated and will be subject to disciplinary action.



- d) 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.
- e) Use your best judgment at all times – pause before posting. Ultimately, you are solely responsible for your comments and they are published for the public record.
- f) If requested to participate in an online network, as a direct result of your affiliation with or participation in SYHA, SYHA recommends that you request approval from the Team or the Association.

#### **SOCIAL MEDIA VIOLATIONS**

The following are examples of conduct through social media and networking mediums that are considered violations of the SYHA Social Media and Networking Policy and may be subject to disciplinary action by the Team, the SYHA Executive Board, New York State Amateur Hockey and/or USA Hockey.

- a) Any statement deemed to be publicly critical of Association officials or detrimental to the welfare of a member Team, the Association or an individual.
- b) Divulging confidential information that may include, but is not limited to the following:
  - i. player injuries
  - ii. trades or other player movement
  - iii. game strategies; or
  - iv. any other matter of a sensitive nature to a Team, the Association or an individual
- c) Negative or derogatory comments about SYHA members, volunteers, coaches, programs, players, or teams, the New York State Amateur Hockey Association (NYSAHA) and/or USA Hockey.
- d) Any form of bullying, harassment or threats.
- e) Photographs, video or comments promoting negative influences or criminal behavior, including but not limited to:
  - i. drug use
  - ii. alcohol abuse



- iii. public intoxication
  - iv. hazing
  - v. sexual exploitation, etc.
- f) Online activity that contradicts the current policies of the SYHA or any of its member Associations
- g) Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with the SYHA policies and regulations on these matters
- h) Online activity that is meant to alarm other individuals or to misrepresent fact or truth

#### **DISCIPLINE**

The SYHA Executive Board will investigate reported violation(s) of this policy. If the investigation determines that a violation has occurred, the SYHA Executive Board will impose an appropriate disciplinary action. Any appeal of the suspension will be dealt with as set out in other types of disciplinary decisions.

#### **SUMMARY**

When using social media and networking mediums, the SYHA community should assume at all times they are representing Saugerties Youth Hockey and/or its member Associations. All members of the SYHA community should remember to use the same discretion with social media and networking as they do with other traditional forms of media.

Any use of an SYHA image, logo or likeness without the consent of the SYHA is strictly forbidden.