



Rockford RoadRunners Hockey Club Social Media Policy

The Rockford Hockey Club understands and appreciates the importance of social networking as it relates to the personal and professional lives of its members and its stakeholders. This immediate and public forum provides unique opportunities for networking and promotion; however, it also provides an unsupervised medium for inappropriate conduct to occur. This conduct may be deemed detrimental to the welfare of the Rockford Hockey Club, its membership and not in the best interests of the game. Rockford Hockey Club holds its entire membership who participates in online social networking to the same standards as it would with all forms of communication including television, radio and print.

These policies are designed to protect all parties from harassment, bullying, stalking, inappropriate contact or behavior, however they are intended.

The following are some examples of behavior in online social networking mediums that will result in appropriate disciplinary action at the discretion of the RHC Rules and Ethics Committee:

- Posting or divulging confidential information that includes but is not limited to: member's personal information, contact information, medical conditions, injuries and/or other sensitive matters pertinent to Rockford Hockey Club and its membership.
- Posting negative or derogatory comments about any of RHC or competing programs' staff, programs, members, stakeholders, or program participants.
- Posting photographs, video or comments regarding fights, penalties, or other in-game incidents.
- Posting photographs, video or comments promoting negative influences or criminal behavior including but not limited to: drug use, alcohol abuse, public intoxication, sexual exploitation, etc.
- Participating in any online activity that contradicts the current policies of RHC.
- Posting any inappropriate, derogatory, racist, or sexist comments contradictory to RHC policies on these matters.

Rockford Hockey Club members should assume at all times that they are representing Rockford Hockey. Members are expected to demonstrate discretion and respect over these sites; if a photo or comment would be inappropriate for all other forms of media, then it should be considered inappropriate for online social



networking sites. The RHC Rules and Ethics Committee will review any material, comments, or actions through these portals deemed inappropriate for possible sanctions up to and including suspension and/or expulsion from the program.

Additionally, RHC will be implementing USA Hockey's new and innovative Social Media, Mobile and Electronic Communications policy as outlined in the SafeSport Handbook.