

TBWA Queens Social Media Policy



Introduction

The Social Media Policy will include public communications through all internet mediums, websites and apps including, but not limited to; Twitter, Facebook, Instagram, Snapchat, YouTube.

This policy will be applicable to all members of the Thunder Bay Women's Hockey Association – Competitive Division (acting as Thunder Bay Queens) community including Directors, Board Members, Teams, Coaching Staff, Players, Billets, on-ice and off-ice Officials, players' family members and supporters. *Herein referred to as "Community"*. The Thunder Bay Queens recognizes the "Social Networking Policy" set forth by OWHHA and this policy establishes further guidelines.

The Thunder Bay Queens Organization recognizes and appreciates the value of social media and its importance; however, we recognize it allows for inappropriate unsupervised conduct which may be detrimental to the welfare of the Thunder Bay Queens Community. We also respect 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 can present.

The purpose of this policy is to educate all of Thunder Bay Queens 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 Team officials, TBWA, TBWA – Competitive Division, Ontario Women's Hockey Association or Hockey Canada.

Guidelines

1. The Thunder Bay Queens Organization holds the entire Thunder Bay Queens Community who participates in social media to the same standards as it does for all other forms of media, including radio, television and print.
2. 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.
3. 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, therefore you should conduct yourself in an appropriate and professional manner at all times.
4. 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 a specific player.
5. Use your best judgement at all times – pause before posting.

Social Media Violations

1. Any statement deemed to be publicly critical of Association Officials or detrimental to the welfare of a Member Team, Team personnel or an individual from the Thunder Bay Queens Community.
2. Divulging confidential information that directly affects an Association Team.
3. Negative or derogatory comments about any of the Team, TBWHA Competitive Division, staff, supporters, players or any member of the Thunder Bay Queens Community.
4. Any form of bullying, cyber bullying (as described by Hockey Canada), harassment, or threats against any member of the Thunder Bay Queens Community.
5. Photographs, video or comments promoting negative influences or criminal behavior, including but not limited to:
 - a) Drug use,
 - b) Alcohol abuse,
 - c) Public Intoxication,
 - d) Hazing,
 - e) Sexual exploitation, etc.
 - f) Smoking/vaping
6. Online activity that contradicts the current policies of OWHA, TBWHA, or Thunder Bay Queens.
7. Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with the OWHA policies and regulations.
8. Online activity that is meant to alarm other individuals or misrepresent the fact or truth.

Discipline

Thunder Bay Queens will investigate reported violation(s) of this policy, and if the investigation determines that a violation has occurred, will impose an appropriate discipline including but not limited to suspension. Any appeal of the suspension will be dealt with as set out in the OWHA handbook for other types of suspensions.

Summary

When using social media, the Thunder Bay Queens Community should assume at all times they are representing the Association and/or its members or teams. All members of the Thunder Bay Queens Community should remember to use the same discretion with social media as they do with other traditional forms of media. Should the identity or image of any member of the Thunder Bay Queens Community be used in social media without the individual, Team or Association authorization, this is considered to be identity theft. Any use of a player or team member's image or likeness without written consent is strictly prohibited.