



## SOCIAL MEDIA POLICY

### **Objective:**

Social media, professional networking sites, blog sites, and personal web sites are all useful technologies. Every team member has an opportunity to express and communicate online in many ways, and NBMHA encourages an online presence.

### **Applicability:**

Above all else, everyone needs to use good judgment on what material makes its way online. This social media policy sets forth guidelines and rules that NBMHA members should follow for all online communications in reference to NBMHA. Your online presence reflects on NBMHA and your team, but also influences how people perceive you. Be aware that your actions captured via images, posts, or comments can never be totally erased and could impact future opportunities.

### **Process:**

#### *Guidelines/ Best Practices*

You are responsible for anything that you post, write or link to on any social media platform; you cannot totally erase something you have posted, so think before you post or make something public.

- Be professional, courteous and respectful.
- Do not use profanity or words/terms that could be interpreted as racist, sexist or prejudice.
- Always assume your post will be read and/or seen by friends, family, teammates, coaches, opponents, media and potential employers or sponsors; this also goes for photos posted on any social media platforms – always assume that the photo posted in a private photo album will eventually find its way into the public domain.
- Consider your long-term professional and personal goals when you post jokes, pranks or behind the scenes anecdotes; Future employers, teams and schools check social media platforms in assessing whether they want individuals representing their organization.
- Be vigilant about identity theft as a public figure.
- Use passwords that are difficult to guess/hack; use a combination of letters and numbers to give your account an additional level of security.
- Be cautious of following, promoting or re-Tweeting and sharing posts by individuals who use offensive language, are disrespectful or consistently look to engage followers in arguments or fights - you will be associated with those individuals if you are following, 'like'-ing, re-Tweeting or sharing their information.
- Don't ask to be followed or 'liked', just because you are looking for good numbers, but instead give fans a reason to subscribe to your service.
- Always take a moment to reconsider before posting any information or photo; if I was a follower, would I want to read this? Is this appropriate? Could this be interpreted wrongly and become a distraction?
- Proofread for typos.



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- Don't blame Twitter for when things go wrong. Take ownership of the content you provide. Twitter is the vehicle, but you are responsible for how you use it.
- Regularly check your follower list. If a bio looks interesting, follow them.
- Use "unfollow" or "block" on Twitter/Facebook for followers that are going over the line, but don't announce it to everyone.
- Stay away from public debates or exchanges with individuals on social media platforms.
- Keep your Tweets short - they are more likely to read if they're 50 characters or less.
- Security and police always recommend that you tweet where you have been and not where you are going.

### *Team Rules*

Each team may establish team-specific rules, but in general, the following rules apply to players and staff while they are at NBMHA sponsored events (games, practices, tourney, and team events).

1. Players are not to have Personal Electronic Devices (PED) in the dressing room at any time. If teams are to have music in the rooms using a PED, transmitting functions must be turned off (Airplane Mode).
2. Do not include, post photos or mention personal information of/about teammates or staff members without their permission; respect your teammates' right to privacy.
3. Do not make team-related announcements prior to them being made official or getting permission to do so from NBMHA, i.e., injuries, lines, lineups, being named to team, being named a captain, etc.
4. Players and team staff are prohibited from posting on social media platforms starting 90 minutes prior to puck drop and immediately after the game, until after the coach has addressed the team and finished all post-game activities.
5. Players not dressed for games may not post on social media platforms during the game and after, as per above guidelines.
6. Players and hockey personnel cannot use social media to make or promote any comments that could have negative impact on the team; ask first whether the comments could cause a distraction for the team.
7. No photographs or videos posted from inside the dressing room.
8. No public criticizing of officials, opposition, parents / guardians or event organizers.
9. Do not post team-sensitive information, such as coaching strategies, line match-ups, serious injuries, motivational team videos, meeting with the team staff, etc.