



Sunshine Coast Minor Hockey Association  
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[www.scminorhockey.com](http://www.scminorhockey.com)

*Leading, Developing and Promoting Positive Hockey Experiences*

## PHOTOGRAPHY AND SOCIAL MEDIA POLICY

### PHOTOGRAPHY SHARING GUIDELINES

Sharing photos and videos via social media can help keep loved ones in the loop about your life's significant moments. However, posting images and videos of children online carries risks. There are precautions you can take to minimize the likelihood of your content being shared more widely than intended.

In public spaces, taking photos is generally permissible unless it offends or annoys those nearby. But remember: once online, photos or videos can be shared, copied, and manipulated. It's important to think carefully about the potential uses for, and viewers of, your photos or videos. Consider the following questions before posting:

- Who can see these photos?
- Is there anyone else in the photo? (Remember that some individuals may not want their image posted online)
- Could this photo cause offense?
- Does the photo contain identifiable information?

When you upload photos and videos, be sure to review the privacy settings on your device and the social media platform you're using to control who can view your content. Other safer ways to share photos and videos include secure email or multimedia messaging. Be thoughtful about how and where you share photos of Sunshine Coast Minor Hockey Association (SCMHA) players and teams. While the goal is often to share memorable moments, it's important to protect the players, coaches, and association members from unintended harm.

### SOCIAL NETWORKING POLICY

This policy applies to all public communication through mediums such as (but not limited to) text, image, and video messaging, Twitter, Facebook, Snapchat, Instagram, LinkedIn, or any other online networks.

All SCMHA members must adhere to this policy, including Board Members, Coaching & Bench Staff, Teams, on-ice and off-ice officials, players, players' family members, and supporters. While the SCMHA values social media and recognizes its importance, it is vital to be aware of potential drawbacks and risks.

Utilize social media wisely, taking into account that your behavior represents the SCMHA and its members. Understand that inappropriate conduct can lead to disciplinary action.

## **SOCIAL MEDIA GUIDELINES**

1. All those participating in social media and networking are held to the same standard as in traditional media outlets.
2. Inappropriate remarks or comments that are harmful to a Team, the Association or an individual will be subject to repercussions.
3. Remember that social media comments are public and can be widely seen, including by Association, Team personnel, players, corporate partners, and the media.
4. Don't disclose confidential personal or team-related information.
5. Use good judgment when posting or commenting. Once comments are shared, they can't be retracted.
6. If affiliated with SCMHA, it is recommended to seek approval before participating in an online network.

## **SOCIAL MEDIA VIOLATIONS**

This policy lays out the potential misconducts that can lead to disciplinary action. Examples of violations include, but are not limited to:

- a) Publicly criticizing Association officials or statements detrimental to a member Team, the Association, or an individual.
- b) Disclosing confidential information, including: player injuries, strategies, or any other sensitive matter.
- c) Negative comments about SCMHA Teams, Association, League(s) or any of its members.
- d) Any form of bullying, harassment, or intimidation.
- e) Sharing content that promotes negative influences or criminal behaviour.
- e) Sharing content that contradicts SCMHA policies.
- f) Posting derogatory, racist, or sexist comments.
- g) Sharing content meant to frighten individuals or misrepresent reality.

Any violations of this policy will be investigated and may result in disciplinary action, as determined by the SCMHA Disciplinary Committee.