



## SOCIAL MEDIA AND RESPECTFUL COMMUNICATIONS POLICY

RAIDERS HOCKEY CLUB is committed to respectful behavior, communication, and conduct both on and off the ice, and works to eliminate any disrespectful conduct and discriminatory practices including abuse, neglect, and harassment of any kind. Simply put, RAIDERS HOCKEY CLUB expects respectful interactions at all times.

Unacceptable Conduct is not condoned by RAIDERS HOCKEY CLUB on RAIDERS HOCKEY CLUB personal or other social media channels or accounts, as well as in emails, text messages and direct messaging on TeamSnap between staff, Board Members, volunteers, players, parents, officials, or any member of the hockey community.

Unacceptable Conduct is considered contrary to RHA's guidelines and is subject to disciplinary action. Unacceptable Conduct is defined as and includes but is not limited to the following actions and communications:

- Bullying, harassment, intimidation, or threats of any type
- Repetitive harassing and/or disrespectful communications of any type
- Making negative, discriminatory, or derogatory comments about, or statements deemed detrimental to the welfare of, any individual or group.
- Divulging confidential information or any other matter of a sensitive nature
- Posting photographs, video or comments promoting negative influences or criminal behavior, including but not limited to drug use, alcohol use, public intoxication, hazing, and harassment of any kind.
- Undertaking activity that contradicts the current policies of RAIDERS HOCKEY CLUB
- Any online activity or comments that defame RAIDERS HOCKEY CLUB, its Board of Directors, Volunteers or Players
- Undertaking activity that is meant to alarm other individuals or to misrepresent fact or truth.
- Creating an online social media group that uses or reflects RAIDERS HOCKEY CLUB's name or logo that is not approved by RAIDERS HOCKEY CLUB

When Unacceptable Conduct is discovered by staff, parents, players, officials, volunteers or program areas directly controlled by RAIDERS HOCKEY CLUB; details of the Unacceptable Conduct will be provided by any Complainant in writing for review to the RAIDERS HOCKEY CLUB Discipline Committee.





RAIDERS HOCKEY CLUB's preference is to educate, inform and help develop positive habits when unacceptable or inappropriate comments or posts occur. When required, disciplinary action or sanction will be assessed toward the individual making the unacceptable communication. Depending on the nature of the infraction, and any past discipline history, discipline or sanction may include but is not limited to, the individual being banned or blocked from RAIDERS HOCKEY CLUB's social media channels and RAIDERS HOCKEY CLUB email accounts, suspension from or removal as a RAIDERS HOCKEY CLUB Member in Good Standing, or the individual's Unacceptable Conduct may be referred to the Calgary Police Service, or other authorities being called.

### **PROCESS AND PROCEDURE**

When Unacceptable Conduct is identified which involves staff, Board Members, players, members, volunteers, or program areas directly controlled by RAIDERS HOCKEY CLUB, the following process will occur:

1. Acknowledgement
  - a. The Complainant's allegation will be acknowledged by a Co- President in writing.
2. Investigation
  - a. A thorough investigation will be conducted by an individual who is appointed by the RAIDERS HOCKEY CLUB Board in their sole discretion, with findings delivered to the RAIDERS HOCKEY CLUB Discipline Committee within a reasonable period of time
  - b. During the period of the investigation, confidentiality will be maintained by all parties to the investigation.
  - c. During the investigation, If the Unacceptable Conduct occurred on a RAIDERS HOCKEY CLUB social media channel, RAIDERS HOCKEY CLUB email account or on TeamSnap, the individual will be blocked from having access to post on those channels or to those accounts.
3. Hearing
  - a. If the investigation determines sufficient evidence to proceed, the complainant and the individual will be notified and given the opportunity to present evidence to the Discipline Committee
4. Sanction
  - a. If, based on the evidence presented at the hearing, a determination will be made on whether a breach of the policy occurred and whether a sanction is required.
  - b. A sanction will be delivered to the offending individual in writing.
5. Appeal
  - a. The individual may appeal the sanction, using the specified appeal process which will be provided to the individual in the written hearing decision.
6. Document Retention
  - a. Document retention: all documentation related to the hearing and appeal if any, will be on record with the RAIDERS HOCKEY CLUB and be held confidentially.



**NOTE:** Where the Unacceptable Conduct involves abuse, neglect or harassment of any type and the Conduct is of such a nature as to warrant legal authorities, and RAIDERS HOCKEY CLUB has a reasonable belief such Unacceptable Conduct has occurred, the matter may be turned over to the Calgary Police Service or other appropriate external authorities

### **BEST PRACTICES IN ELECTRONIC COMMUNICATIONS – GENERAL ADVICE AND TIPS**

Social Media and electronic communications have placed increased pressure on everyone. News, comments, and opinions are shared immediately. Your personal reputation, as well as your organization and RAIDERS HOCKEY CLUB is at stake, with every post, email, and text. Therefore, before you communicate, think about whether the post should be made. Would you say it to someone in person? If not, it is probably not a suitable post for any medium.

### **DEALING WITH NEGATIVE POSTS**

1. Screenshot the post, so you have evidence if it is subsequently deleted.
2. Do not feel obligated to answer EVERY negative tweet, message, etc.
3. When responding, always be professional
4. Encourage them to email, or even call if they have an issue.
5. Do not engage in an argument – social media arguments are a spectator sport.

### **COMMUNICATIONS GUIDELINES – RAIDERS HOCKEY CLUB VOLUNTEERS**

The above guidelines are applicable to all members of the RAIDERS HOCKEY CLUB community, including staff, Board Members, volunteers, players, parents, officials, or any member of the hockey community. The guidelines include communications through all social media channels, electronic messaging (such as emailing, direct message and texting), TeamSnap, Internet media and websites.

When using social media and networking mediums, RAIDERS HOCKEY CLUB officials, members and volunteers should assume they are representing RAIDERS HOCKEY CLUB and should conduct themselves in an appropriate and professional manner. Once comments are posted or sent, they cannot be retracted. Ultimately, each individual is solely responsible for his/her comments.

- Use your best judgment – THINK before posting or sending.
- Comments of an inappropriate nature, which are detrimental to RAIDERS HOCKEY CLUB, a team fellow official or any other member or individual, are not tolerated and are subject to disciplinary action and sanction.
- Do not divulge confidential information about an individual or team, including business or game strategy that could give someone else a competitive advantage.
- Do not discuss injury information about any player