



TEAM NAME: \_\_\_\_\_

TEAM REPRESENTATIVE (Printed): \_\_\_\_\_

TEAM REPRESENTATIVE (Signature): \_\_\_\_\_

DATE: \_\_\_\_\_

Return to: [socialmedia@calgarynorthstars.com](mailto:socialmedia@calgarynorthstars.com)

## CNHA SOCIAL MEDIA POLICY

**POLICY STATEMENT:** Respectful conduct is expected from CNHA staff and volunteers on all social media channels, accounts and platforms.

### **PRINCIPLES:**

1. CNHA is committed to respectful behavior and conduct both on and off the ice and works to eliminate disrespectful conduct and discriminatory practices including abuse, neglect and harassment.
2. CNHA staff and volunteers are accountable for what they post on social media channels, and other online locations
3. Volunteers include individuals in hockey administration positions, and coaches, trainers, mentors, or instructors serving in an official capacity on behalf of CNHA.
4. The following are examples of conduct that would violate CNHA's Social Media Conduct policy:
  - a. Bullying, harassment, intimidation or threats of any type.
  - b. Making negative or derogatory comments about, or statements deemed detrimental to the welfare of, any individual or group.
  - c. Divulging confidential information or any other matter of a sensitive nature.
  - d. Posting photographs, video or comments promoting negative influences or criminal behavior, including but not limited to drug use, alcohol abuse, public intoxication, hazing, and sexual harassment.
  - e. Undertaking activity that contradicts the current policies of CNHA
  - f. Undertaking activity that is meant to alarm other individuals or to misrepresent fact or truth.
5. CNHA's preference is to educate, inform and help develop positive habits when unacceptable or inappropriate comments or posts occur on its social media channels
6. When required, disciplinary action or sanction will be assessed toward the individual making the unacceptable posts. Depending on the nature of the infraction, discipline or sanction can include the individual being banned or blocked from CNHA'S social media channels, suspension from or being relieved of employment or volunteer status, to the Calgary Police Service or other authorities being called.
7. Where the unacceptable conduct involves abuse, neglect or harassment of any type, and CNHA 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.

### **PROCESS AND PROCEDURE:**

1. If unacceptable conduct on social media by CNHA staff or volunteers is discovered, details of the conduct are to be provided to:
  - a. The President, when the situation involves a staff member/ contractor
  - b. The Policy and Procedure Director when the situation involves a volunteer.
2. Social media posts can be deleted or edited quickly. To assist with any potential investigation, as soon as unacceptable conduct is discovered or reported, the supervisor or staff liaison should obtain as much as information as possible, including:
  - a. The platform(s) used
  - b. Content of the posts
  - c. Screenshots of the post(s)
3. When unacceptable conduct on social media is alleged involving CNHA staff or volunteers, the following process will occur:
  - a. The President or Policy and Procedure Director will acknowledge when a complaint or allegation has been received.
  - b. The President or Policy and Procedure Director will inform the staff member or volunteer about the allegation of unacceptable conduct on social media.
  - c. The President or Policy and Procedure Director will investigate the allegation, including meeting with the staff member or volunteer. Detailed notes of all meetings will be kept to help determine what sanction, if any, is required.
    - i. Depending on the nature of the allegation, the investigation could range from an informal conversation with the staff member or volunteer, to selecting an independent investigator to oversee a formal investigation process.
    - ii. During the period of the investigation, if the unacceptable conduct occurred on a CNHA social media channel, the individual will not have access to post on those channels.
  - d. Based on information collected during the investigation, The President or Policy and Procedure Director will recommend an appropriate resolution.
    - i. The recommendation and supporting rationale will be reviewed by a CNHA Executive
    - ii. Any sanction or recommendations will be communicated to the staff member or volunteer by the President
  - e. If the staff member or volunteer disagrees with the sanction or recommendations, an application can be made to the CNHA Executive to review the decision based on evidence being provided that indicates:
    - i. There were facts that were not heard; and/or
    - ii. There was bias or conflict of interest in rendering the decision.
  - f. Documentation pertaining to the conduct, investigation and decision will be kept by the CNHA