

Cumberland County Minor Hockey Association – Policy Manual

CATEGORY: Communications	LAST REVIEW: 2025
POLICY NUMBER: 8.2	DATE APPROVED: May 29, 2025
TITLE: Social Media Policy	
PURPOSE: The guidelines set out in the Policy are designed to protect CCMHA as well as its Participants and others associated with them from illegal, unauthorized, irresponsible or abusive use of social media.	
RELATED GUIDELINES/DOCUMENTS: Disciplinary Policy Hockey Nova Scotia Social Media Policy https://5647e90c-cdn.agilitycms.cloud/Attachments/HNS%20Social%20Media%20Policy.pdf	

1. INTRODUCTION

This Social Media Policy aims to provide everyone associated with CCMHA with guidelines to follow when engaging in communications and/or sharing content via any form of social media that can be linked to or in any way associated (whether directly or indirectly) with the Association. The guidelines set out in the Policy are designed to protect CCMHA as well as its Participants and others associated with them from illegal, unauthorized, irresponsible or abusive use of social media.

For the purpose of this Social Media and Networking Policy, the policy will encompass public communications through such internet mediums and websites as Snapchat, Twitter, Facebook, Instagram, LinkedIn, and any other social media network that allows users to communicate online. This policy aligns with that of Hockey Nova Scotia

The policy will be applicable to all members of the CCMHA, including Directors, Teams, the CCMHA members and staff, on-ice and off-ice officials, players, players' family members and supporters.

CCMHA recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. CCMHA also respects 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 and networking can present.

The purpose of this policy is to educate the CCMHA 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 the Team or CCMHA.

2. GUIDELINES

CCMHA holds all members who participate in social media and networking to the same standards as it does for all other forms of media including radio, television and print.

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.

It should be recognized that 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. You should conduct yourself in an appropriate and professional manner at all times.

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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 any player. Only divulge information that is considered public.

Use your best judgment at all times – pause before posting. Once your comments are posted they cannot be retracted. Ultimately, you are solely responsible for your comments and they are published for the public record.

If requested to participate in an online network, as a direct result of your affiliation with or participation in CCMHA activities the Association recommends that you request approval from your team or CCMHA.

All public social media groups affiliated with CCMHA must include a minimum of one (1) CCMHA board member as a designated administrator. The Board member must be informed and given the opportunity to participate prior to the group being made public (e.g., Tournament Pages).

3. SOCIAL MEDIA VIOLATIONS

The following are examples of conduct through social media and networking mediums that are considered violations of the CCMHA Social Media and Networking Policy and may be subject to disciplinary action by the Team, CCMHA or Hockey Nova Scotia:

- Any statement deemed to be publicly critical of Association officials or detrimental to the welfare of a member Team, the Association or an individual.
- Divulging confidential information that may include, but is not limited to the following: player injuries; game strategies; or any other matter of a sensitive nature to a member Team, the CCMHA or any individual.
- Negative or derogatory comments about any member of the Team, CCMHA, League staff (including officials), programs, stakeholders, players or any member of an opposing team.
- Any form of bullying, harassment or threats against players or officials.
- Photographs, video or comments promoting negative influences or criminal behavior, including but not limited to drug use; alcohol misuse; public intoxication; hazing; sexual exploitation; etc.
- Online activity that contradicts the current policies of the CCMHA, Hockey Nova Scotia or Hockey Canada.
- Inappropriate, derogatory, racist, or sexist comments of any kind.
- Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

4. DISCIPLINE

The Team or the CCMHA will investigate reported violation(s) of this policy in the manner set out in the CCMHA By-Laws for other types of violations. If the investigation determines that a violation has occurred, the Team and or CCMHA will impose appropriate disciplinary actions.

5. REVIEW

The Policy will be reviewed by Cumberland County Minor Hockey on an annual basis.