



Okotoks Minor Hockey Association

"Practice and play like a champion today!"

Box 1152 Okotoks, AB T1S 1B2
780.292.4526

SOCIAL MEDIA POLICY

1. Purpose

The purpose of this Social Media Policy is to ensure that all online communications involving OMHA reflect the organization's values of respect, safety, inclusion, and sportsmanship. This policy provides guidelines for players, parents, coaches, volunteers, and staff when using social media in relation to OMHA activities. This policy outlines expectations for responsible social media use and aligns with Hockey Alberta's Respect in Sport, Code of Conduct, and Safe Sport principles. All members are expected to contribute to a safe, respectful, and inclusive environment, both on and off the ice, including online.

2. Scope

This policy applies to:

All players registered with OMHA;

Parents and guardians;

Coaches, team staff, and volunteers;

Board members and employees.

It applies to all social media (digital) platforms, including but not limited to Instagram, Facebook, TikTok, Snapchat, Threads.

All online activity—public or private—is subject to the same standards of conduct as in-person behaviour at OMHA events.

3. Hockey Alberta Alignment

All participants are reminded that:

Online behaviour is an extension of in-person conduct expectations.

Members must adhere to:

- o Hockey Alberta Code of Conduct;
- o Respect in Sport principles;
- o Hockey Canada Safe Sport policies.

WWW.OKOTOKSHOCKEY.COM



Okotoks Minor Hockey Association

"Practice and play like a champion today!"

Box 1152 Okotoks, AB T1S 1B2
780.292.4526

Any online conduct that violates these standards may be subject to formal discipline under association and Hockey Alberta regulations.

Core Expectations

All members will:

- Treat others with respect, fairness, and dignity;
- Refrain from bullying, harassment, or discrimination;
- Promote sportsmanship and positive representation of the game;
- Act as ambassadors of their team, association, and Hockey Alberta.

4. Guiding Principles

All social media activity connected to OMHA should:

- Promote a positive image of minor hockey;
- Respect the dignity and privacy of all participants;
- Reflect good sportsmanship;
- Follow all applicable laws and Hockey Canada guidelines.

Online behaviour that constitutes harassment, abuse, discrimination, or exploitation will be treated as maltreatment under Safe Sport policies.

All participants have a duty to report serious incidents of misconduct. Reports may be escalated through OMHA and, where appropriate, to governing bodies.



Okotoks Minor Hockey Association

"Practice and play like a champion today!"

Box 1152 Okotoks, AB T1S 1B2
780.292.4526

5. Acceptable Use

Participants are encouraged to:

Share team achievements, events, and positive experiences;

Celebrate effort, teamwork, and sportsmanship;

Promote community engagement and support;

Use appropriate language and respectful tone at all times.

Violations may be subject to discipline regardless of whether the content was posted publicly or privately.

6. Prohibited Conduct

The following behaviours are not permitted:

Posting content that is abusive, bullying, harassing, or discriminatory;

Sharing confidential or personal information (e.g., player injuries, personal details);

Posting negative comments about players, coaches, referees, or other teams;

Sharing images or videos of minors without appropriate consent;

Engaging in online arguments or conflicts related to OMHA activities;

Posting content that damages the reputation of OMHA or minor hockey.

Reminder: Hockey Alberta considers online harassment and bullying a serious violation of Safe Sport policies.

7. Photography and Video Guidelines

Consent must be obtained before posting identifiable images of minors.

Avoid tagging players without parental approval.

Do not share images in vulnerable situations (e.g., locker rooms, injuries).



Okotoks Minor Hockey Association

"Practice and play like a champion today!"

Box 1152 Okotoks, AB T1S 1B2
780.292.4526

Follow all applicable privacy laws and organizational policies.

Personal information must never be shared.

8. Team Accounts (Official Use)

Accountability and Oversight

Minimum of two approved adult administrators;

Team social media accounts must be approved by OMHA;

Team accounts set to private and followers approved by administrators;

Accounts operate under the authority of the association and Hockey Alberta guidelines;

The association reserves the right to:

- o Access accounts;
- o Request content removal;
- o Suspend accounts if necessary.

Content Standards

All content must:

Reflect Respect in Sport values;

Promote a positive hockey environment;

Be appropriate for youth sport audiences;

Content must align with OMHA values and this policy.

Must NOT include:

Public criticism of players, officials, or teams;

Unsportsmanlike conduct or negative incidents;

WWW.OKOTOKSHOCKEY.COM



Okotoks Minor Hockey Association

"Practice and play like a champion today!"

Box 1152 Okotoks, AB T1S 1B2
780.292.4526

Content that could be considered bullying, harassment, or unsafe.

Login credentials should be securely managed and transferred at season end.

9. Guidelines for Players

Demonstrate Respect in Sport principles online;

Do not engage in cyberbullying or negative commentary;

Avoid posting when upset or emotional after games;

Respect teammates' privacy and consent;

Understand that inappropriate online behaviour may impact team participation.

10. Guidelines for Parents/Guardians

Model Respect in Sport behaviour at all times.

Support all players, not just your own.

Do not use social media to:

- o Criticize coaches, officials, or players.

Address concerns through proper team/association channels.

Respect consent and privacy of all participants.

11. Guidelines for Coaches and Team Staff

Uphold Hockey Alberta leadership and conduct standards.

Maintain professional and appropriate communication.

No private, one-on-one communication with minors (must include parents).



Okotoks Minor Hockey Association

"Practice and play like a champion today!"

Box 1152 Okotoks, AB T1S 1B2
780.292.4526

Do not post:

- o Player evaluations;
- o Discipline matters;
- o Internal team discussions.

Model appropriate online behaviour at all times.

Use team communication platforms approved by OMHA.

Address inappropriate behaviour promptly and report concerns.

Maintain professional boundaries with players and families.

Ensure only players that have consented to the social media account are included in the posts.

12. Reporting and Enforcement

Unacceptable conduct brought to the attention of OMHA will be reviewed by the Game and Conduct Committee and may result in disciplinary action.

OMHA reserves the right to require removal of inappropriate content.

Disciplinary actions may include warnings, suspension, or removal from the association.

13. Personal Accounts Disclaimer

Individuals should make it clear that their personal views do not represent OMHA when posting hockey-related content on personal accounts.

14. Policy Acknowledgement

All members of OMHA are expected to read, understand, and adhere to this policy.

Participation in OMHA implies agreement to comply with these guidelines.

Signed acknowledgment of the Social Media policy.



Okotoks Minor Hockey Association

"Practice and play like a champion today!"

Box 1152 Okotoks, AB T1S 1B2
780.292.4526

15. Review and Updates

This policy will be reviewed annually and updated as needed to reflect changes in technology, legal requirements, and organizational priorities.

Approved by: OMHA Board of Directors

Effective Date: September 15, 2026

Review Date: September 15, 2028



Okotoks Minor Hockey Association

"Practice and play like a champion today!"

Box 1152 Okotoks, AB T1S 1B2
780.292.4526

Social Media Policy Acknowledgement

Okotoks Minor Hockey Social Media Policy Agreement

I acknowledge that I have read and understand the Minor Hockey Social Media Policy and agree to follow all expectations outlined.

I understand that:

My online behaviour must reflect Respect in Sport principles.

I am expected to follow Hockey Alberta Code of Conduct standards.

Social media misuse may result in disciplinary action.

Commitment

I agree to:

Treat all participants with respect and sportsmanship.

Protect the safety and privacy of all players.

Represent my team and association positively.

Use proper channels for concerns rather than social media.

I consent to my player being posted on social media Yes _____ No _____

Player Name:

Player Signature:

Date:

Parent/Guardian Name:

Parent/Guardian Signature:

Date:

Team Name: _____

Division: _____