



OPERATIONAL POLICY: SOCIAL MEDIA CONDUCT
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POLICY STATEMENT

Respectful conduct is expected from Hockey Alberta staff and volunteers on all social media channels, accounts and platforms.

PRINCIPLES

- 1) Hockey Alberta 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) Hockey Alberta 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 Hockey Alberta at a program, clinic, event or camp.
- 4) The following are examples of conduct that would violate Hockey Alberta'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 Hockey Alberta or any of its Member organizations.
 - f) Undertaking activity that is meant to alarm other individuals or to misrepresent fact or truth.
- 5) Hockey Alberta's preference is to educate, inform and help develop positive habits when unacceptable or inappropriate comments or posts occur on its social media channels. For more information, see **Appendix 1 – Social Media Guidelines – Hockey Alberta Staff and Volunteers**.
- 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 Hockey Alberta's social media channels, suspension from or being relieved of employment or volunteer status, to the RCMP or other authorities being called.
- 7) Where the unacceptable conduct involves abuse, neglect or harassment of any type, and Hockey Alberta has a reasonable belief such unacceptable conduct has occurred, the matter may be turned over to the RCMP or other appropriate external authorities.



PROCESS AND PROCEDURE

- 1) If unacceptable conduct on social media by Hockey Alberta staff or volunteers is discovered, details of the conduct are to be provided to:
 - a) The supervisor, when the situation involves a staff member
 - b) The staff liaison to a committee, program or event 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 Hockey Alberta staff or volunteers, the following process will occur:
 - a) The supervisor or staff liaison will acknowledge when a complaint or allegation has been received.
 - b) The supervisor or staff liaison will inform the staff member or volunteer about the allegation of unacceptable conduct on social media.
 - c) The supervisor or staff liaison 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 Hockey Alberta social media channel, the individual will not have access to post on those channels.
 - d) Based on information collected during the investigation, the supervisor or staff liaison will recommend an appropriate resolution.
 - i. The recommendation and supporting rationale will be reviewed by a Senior Manager, usually the Senior Manager who oversees that area of operations for Hockey Alberta.
 - ii. Any sanction or recommendations will be communicated to the staff member or volunteer by the Senior Manager.
 - e) If the staff member or volunteer disagrees with the sanction or recommendations, an application can be made to the Senior Leadership Team 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 in the individual's staff or volunteer file.