



## SOCIAL MEDIA POLICY

### Policy overview and purpose

Social media is changing the way we communicate. The following social media policy has been developed to inform all CFHO members about using social media so that people feel enabled to participate, while being mindful of their responsibilities and obligations as CFHO/USA Hockey officials. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimizing potential risks and protecting those involved.

This policy aims to establish a culture of openness, trust and integrity in all online activities related to CFHO. This policy contains CFHO guidelines for the CFHO community to engage in social media use. It also includes details of breaches of the policy. In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from the CFHO Board of Directors.

This policy applies to all persons who are involved with the activities of CFHO, whether they are in a paid or unpaid/voluntary capacity.

### Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet. This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc.)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc.)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc.)
- Review sites (e.g. Yelp, Urban Spoon, etc.)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook, Mentions, etc.)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc.)
- Geo-spatial tagging (e.g. Foursquare, etc.)
- Online encyclopedias (e.g. Wikipedia, etc.)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc.)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc.)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. An officially designated individual representing CFHO on social media
2. If you are posting content on social media in relation to CFHO that might affect CFHO business, services, members or reputation.

NOTE: This policy is not meant to apply to the personal use of social media where it is not related to or there is no reference to CFHO or its business, services, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to CFHO may still be regulated by other policies, rules or regulations of CFHO.

***As a part of CFHO, community you are an extension of the CFHO brand. As such, the boundaries between when you are representing yourself and when you are representing CFHO can often be blurred. This becomes even more of an issue as you increase your profile or position within CFHO. Therefore, it is extremely important that you represent both yourself and CFHO appropriately online at all times.***

### **Guidelines**

You must adhere to the following guidelines when using social media related to CFHO or its business, services, members or reputation.

1. **Use Common Sense** – Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side. When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for CFHO.
2. **Protecting Your Privacy** – Be smart about protecting yourself and your privacy. When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it. Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.
3. **Honesty** – Your honesty (or dishonesty) may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. CFHO recommends erring on the side of caution – if in doubt, do not post or upload. Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have. If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation. ***The web is not anonymous. You should assume that all information posted online can be traced back to you.*** You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.
4. **Use of Disclaimers** – Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of CFHO) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have any effect, legal or otherwise.

5. Respect Confidentiality and Sensitivity – When using social media, you must maintain the privacy of CFHO confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of CFHO. Remember, if you are online, you are on the record—much of the content posted online is public and searchable. It is perfectly acceptable to talk about CFHO and have a dialogue with the community, but it is not okay to publish confidential information about or from CFHO. Confidential information includes things such as details about litigation, unpublished details about our members (phone numbers, email addresses, etc.), training practices, etc.

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so. Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. **This is particularly relevant to publishing any information regarding minors.** In such circumstances, parental or guardian consent is mandatory.

6. Publishing a Person’s Identifiable Image – You must obtain express permission from an individual to use a direct, clearly identifiable image of that person. You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behavior. In every instance, you need to have consent of the owner of copyright in the image.
7. Complying with Applicable Laws – Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.
8. Discrimination, Sexual Harassment and Bullying – The public in general, and CFHO members, reflect a diverse set of customs, values and points of view. You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.
9. Avoiding Controversial Issues – Always post material with respect. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party. ***Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your CFHO membership or your USA Hockey certification at risk.***
10. Branding and Intellectual Property of CFHO – You must not use any of CFHO’s intellectual property or imagery on your personal social media without prior approval from CFHO. CFHO’s intellectual property includes but is not limited to: trademarks, logos, slogans, imagery which has been posted on CFHO official social media, sites or the CFHO website. You must not create either an official or unofficial CFHO presence using the organization’s trademarks or name without prior approval from CFHO. You must not imply that you are authorized to speak on behalf of CFHO unless you have been given official authorization to do so by the CFHO Board of Directors.
11. Policy Breaches – Breaches of this policy include but are not limited to:
  - Using CFHO’s name, motto, crest and/or logo in a way that would result in a negative impact for the organization and/or its members.
  - Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libelous.

## Central Florida Hockey Officials – Social Media Policy

- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
  - Posting or sharing any content, which if said in person during a game would result in a breach of the rules of USA Hockey.
  - Posting or sharing any content that is a breach of any state or Commonwealth law.
  - Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
  - Posting or sharing material that brings, or risks bringing CFHO, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organization into disrepute is to lower the reputation of that person or organization in the eyes of the ordinary members of the public.
12. Reporting a Breach – If you notice inappropriate or unlawful content online relating to CFHO or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to the CFHO Board of Directors. Email links for all Board members may be found on our official website, CFHO.net.
13. Investigation – Alleged breaches of this social media policy may be investigated according to the policies of CFHO, USA Hockey, Safesport, and/or the local governing hockey organization (SAHOF). Where it is considered necessary, CFHO may report a breach of this social media policy to police.
14. Disciplinary Process, Consequences and Appeals – Depending on the circumstances, breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the CFHO Handbook. Members of CFHO who breach this policy may face disciplinary action up to and including termination of membership. Appeals of disciplinary action will be handled on a case-by-case basis; in all cases the decision of the CFHO Board of Directors is final.