



Lillooet & District Minor Hockey Association

Media Policy & Guidelines

February 2015

This policy governs the publication of articles in the local newspaper and commentary on social media by Lillooet & District Minor Hockey Association (LDMHA) volunteers and members (parents/guardians) so far as it pertains to minor hockey. This policy also governs social networking sites established in the name of LDMHA, including pages on Facebook, Twitter and other social media outlets.

For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet approved by LDMHA and senior minor hockey organizations.

Lillooet & District Minor Hockey Association volunteers and members (parents/guardians) are encouraged to publish or comment about minor hockey activities in a positive way in the local newspaper or via social media in accordance with this policy. LDMHA volunteers and members (parents/guardians) are subject to this policy when they are using an LDMHA social media page or venue to make comment, or to the extent that they identify themselves as an LDMHA volunteer or member, or comment on business directly pertaining to LDMHA, in other media venues.

Publication and commentary in the local newspaper and on social media carries onerous legal obligations to protect the rights and reputations of all. Commentary in these forums could become the subject of legal defamation or libel actions. Do not post information that is defamatory and do not post information that is not factual.

Newspaper Articles

LDMHA volunteers or members are encouraged to submit articles to the local newspaper which reflect positively on the activities of LDMHA.

Articles should be submitted to the LDMHA president or his designate for approval before being submitted to the local newspaper.

Parents and/or guardians of players identified in photographs should not object to their child's photograph being published in the newspaper. If the parent/guardian has not indicated their objection on the LDMHA Registration form, that shall be considered permission to publish the child's photo with identification of the player.

LDMHA Social Media Sites

With permission from the Lillooet & District Minor Hockey Association board of directors, volunteers and/or team officials may establish social media venues (eg. Facebook pages, Twitter pages) for sharing and celebrating association or team information and images.

Parents and/or guardians of players identified in photographs and/or videos should not object to their child's image being published on one of our social media pages. If the parent/guardian has not indicated their objection on the LDMHA Registration Form, that shall be considered permission to publish the child's name and image.

All LDMHA social media venues must be monitored diligently and carefully by an administrator(s) or monitor(s). Administrators must assure that inappropriate posts or images are removed immediately upon discovery. Administrators will be governed by the guidelines outlined below, which are directed towards those who post on social media sites.

Media Posting Guidelines

Don't Tell Secrets

It's perfectly acceptable to talk about minor hockey and have a dialogue with the community, but it's not okay to publish personal or confidential information. Personal information refers to any details about another individual covered by the Personal Information Protection Act. Confidential information includes information discussed at meetings of the board of directors or its committees, or at team meetings, that is intended to remain confidential.

Protect your own privacy

Do not post information or images that you do not want the public to see.

Be Honest

Do not use pseudonyms or false screen names. We believe in transparency and honesty. Use your real name, be clear who you are, and if you are a volunteer, identify that you are an LDMHA volunteer. Do not say anything that is dishonest, untrue, or misleading.

Respect your audience and LDMHA

The public in general and Lillooet & District Minor Hockey Association's volunteers reflect a diverse set of customs, values and points of view. When you post, do so respectfully. This includes not only the obvious (**do not** post ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory - such as race, politics, and religion.

Controversial Issues

If you see misrepresentations made about Lillooet & District Minor Hockey Association in any media, bring it to the attention of the LDMHA board of directors. If you wish to point out misrepresentations, always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Avoid arguments. Don't try to settle scores or goad others into inflammatory debates. Make sure what you are saying is factually correct.

Be the first to respond to your own mistakes

If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so.

Disclaimers

Wherever you express an opinion about minor hockey or its affairs, you must use a disclaimer saying that while you are a volunteer or a member of the Lillooet & District Minor Hockey Association, anything you publish is your personal opinion, and not the opinion of Lillooet & District Minor Hockey Association.