

Pembroke Minor Hockey Association
Social Media and Online Communication Policy
Updated: June 2025

Purpose

The purpose of this policy is to promote the responsible and respectful use of social media and digital communication among all members of the Pembroke Minor Hockey Association (PMHA), including players, coaches, team officials, volunteers, executive members, and their families. This policy ensures that all online behaviour reflects PMHA's core values of **respect, integrity, and community**.

Scope

This policy applies to all forms of digital communication, including but not limited to:

- Social media platforms (Facebook, Instagram, X (formerly Twitter), TikTok, Snapchat, YouTube, Pinterest, etc.)
 - Messaging apps (e.g., WhatsApp, Facebook Messenger)
 - Email, blogs, and personal websites
 - Team communication platforms (e.g., SportsHeadz, TeamSnap)
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General Guidelines

1. Be Positive and Supportive

- Share content that uplifts, encourages participation, and celebrates the hockey community.
- Focus on constructive and respectful engagement.

2. Respect Privacy

- Do not post personal, sensitive, or contact information of yourself or others without explicit consent.

3. **Represent PMHA Responsibly**

- Your digital presence is a reflection of you, your team, and the association.
- Avoid posting content that may mislead, cause alarm, or conflict with PMHA values.

4. **Avoid Negative Engagement**

- Refrain from engaging in online arguments, making negative comments, or participating in confrontational exchanges.
- Instead of responding to inappropriate behavior, report it to team officials or PMHA leadership.

5. **Zero Tolerance for Online Misconduct**

- PMHA does not tolerate any form of cyberbullying, harassment, defamation, or discrimination.
- All violations will be addressed through the PMHA Risk Management Director and may result in disciplinary action.

6. **Think Before You Post**

- Remember that online content is often permanent and widely visible.
- Consider the potential impact of your message on yourself, your teammates, and the association.

Mobile Device Use in Team Settings


Mobile devices should support—not distract from—the team environment.

- **Devices are NOT permitted in dressing rooms** under any circumstance.
- Players should avoid device use that isolates them from teammates or detracts from focus during games, practices, or team events.

- Team officials may provide further guidance or set additional rules regarding device usage during team activities.

Any uncertainty regarding mobile device use should be discussed with a coach or team manager.

Reporting and Accountability

- Any suspected violations of this policy should be reported to a team official and the PMHA Risk Management Director at:
 riskandsafety@pembrokeminorhockey.com
 - All reports will be reviewed and handled in accordance with PMHA procedures.
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Final Note

PMHA supports the positive use of social media to share accomplishments, build team spirit, and connect with the wider hockey community. With this opportunity comes the responsibility to communicate in a respectful, safe, and appropriate manner.

Let's work together to foster a positive online environment—on and off the ice.