

SOCIAL MEDIA POLICY

North Hills Hockey Club

INTRODUCTION

Social media refers to the use of web-based and mobile technologies to turn communication into interactive dialogue. Examples of social media include, but are not limited to: Facebook, Twitter, YouTube, Snapchat, Vine, Instagram, Myspace, LinkedIn, Podcasts, Blogs.

As a student-athlete participating in the North Hills Hockey Club, you are a representative of the North Hills School District and Hockey Club. As a student-athlete, you are held to a higher standard than other students. Please keep in mind the following guidelines below as you participate on the various social media sites.

REGULATIONS

North Hills High School recognizes athletes' right to actively participate in social media, however it maintains and will enforce the following expectations of athletes:

- Student-athletes will not post sexist, racist, obscene or profane material of any kind.
- Student-athletes will not use social media to degrade, demean, or attack any person or school.
- Student-athletes will not post material relating to acts in violation of any Federal or State laws, North Hills policies, or team rules. This includes divulging confidential information about teammates or members of the North Hills Hockey Club such as personal family issues, medical issues, and any other information deemed private in nature.
- Student-athletes will not post material which reflects negatively on themselves, North Hills School District, North Hills athletics, their respective teams, or other schools.

SANCTIONS

- Severe punishments can be handed down for a quick "Tweet" or "Facebook" post. Look at everything negative that pops up in the news from tweets or posts.
- Teams at all levels have had seasons completely cancelled because of social media mishaps. Don't be that one person that costs your 20 other teammates their season because you went overboard on Facebook or Twitter.
- Any activity or language in violation of the above prohibitions, including first time offenses, are subject to investigation and possible sanction by the North Hills Athletics Department, as well as civil authorities.

Sanctions imposed by the Athletic Director may include, but are not limited to, the following:

1. Notification from the Athletic Director to the student-athlete outlining the policy and requiring that the unacceptable content be removed or the social network account be deactivated.
2. Suspensions from the team and all team-related activities. Based on your situation, you can be temporarily suspended for a determined length of time or permanent.
3. Student-athletes may also face review by North Hills Board of Directors.

POSTING GUIDELINES

- **THINK FIRST** – Before you post anything (text or photo), be aware that once you post, it is available and viewable to anyone, anytime, anywhere in the WORLD. The moment you put it in cyber space, it is out of your control – even if you limit access to your site. Is your post something you'd want your mother, father, or grandparents to see or broadcast on ESPN (it's public, they can use it!)?

- **FREEDOM OF SPEECH** - Be sure to not have a false sense of security about your rights to freedom of speech. Understand that freedom of speech is NOT unlimited. The online social network sites are not a place where you can say and do whatever you want without repercussions.
- **STRIVE FOR ACCURACY** – Get your facts straight before posting them on any social media site. Don't start rumors or post anything you are not 100% sure of. Review all of your content for GRAMMATICAL and SPELLING purposes. Don't make yourself sound uneducated.
- **BE AWARE OF LIABILITY** – At all times, you are responsible for what you post on your own site AND the site of others. You CAN be held liable for anything deemed to be copyright infringement, defamatory, proprietary, libel or obscene (as defined by the courts). Be sure what you post TODAY does not come back to haunt you TOMORROW.
- **PHOTOS** - Again, you are responsible for anything you post INCLUDING pictures. Do NOT post pictures of anyone other than yourself unless you get their permission. Photos of drinking activities or other inappropriate photos will not be tolerated.
- **BE YOURSELF** – Never pretend to be someone else. Tracking tools make it possible for those to find out who posted what comments anonymously. Even if you delete a post or comment, it can still be found within the hard drives of a computer and/or website.
- **CORRECT MISTAKES** – If you make a mistake when posting, admit it. Be upfront and be quick with your correction, don't wait three days to correct something. Also, monitor your teammates. If you see a post that's borderline, encourage them to delete it.

SAFETY & PRIVACY

- Never post anything in relation to your home address, local address, phone number(s), date of birth or other personal, private information. Always exercise caution when posting your whereabouts or plans for the night.
- Be aware of who you add as a friend to your site(s) – many people are looking to take advantage of student-athletes or to seek connection with student-athletes to give them a sense of membership on your team.
- Protect yourself at all times! While you want to be honest about yourself, don't provide anything that scam artists or identity thieves could use against you.
- Maintain privacy at all times, especially with pictures. Don't discuss or recreate the scene from a picture you post involving names of the pictured individuals.

I, _____ HAVE READ AND REVIEWED THE POLICY ABOVE AND WILL ABIDE BY ITS RULES AND REGULATIONS WHEN POSTING ON A SOCIAL MEDIA SITE. I UNDERSTAND THAT PENALTIES AND PUNISHMENT CAN OCCUR TO ME OR MY TEAM FOR ANYTHING DEEMED INAPPROPRIATE BY NORTH HILLS HOCKEY CLUB OR NORTH HILLS SCHOOL DISTRICT.

(SIGN)

(SPORT)

(DATE)