



LIGUE DE HOCKEY JUNIOR MAJEUR DU QUÉBEC INC.
QUEBEC MAJOR JUNIOR HOCKEY LEAGUE INC.

QUEBEC MAJOR JUNIOR HOCKEY LEAGUE SOCIAL MEDIA POLICY

Social networking is defined as Internet services that allow users to build profiles, share information, videos, images, blog entries, music, etc. Social network platforms focus on building online communities of people who share interests and/or activities.

INTRODUCTION

This policy encompasses public communications through such Internet mediums and websites as Twitter, MySpace, LinkedIn, Foursquare and any other social media network. It is applicable to all individuals involved in the operations of the Quebec Major Junior Hockey League (QMJHL). These individuals (hereafter called actors) include: players, coaches, general managers, governors, alternate governors, owners, administrative personnel, support staff, medical staff, scouts, on-ice and off-ice officials and League personnel.

The QMJHL understands and appreciates the importance of social networking as it relates to the personal and professional lives of its stakeholders. This immediate and public forum provides unique opportunities for networking and promotion. However it also provides an unsupervised medium for inappropriate conduct to occur; conduct which can be detrimental to the welfare of the League and its actors.

GUIDELINES

The QMJHL holds its actors, which use or participate in social networking, to the same standards as it does for all forms of media including television, radio and print.

Its actors should act in a professional manner at all times since they represent the QMJHL at all times.

Of note that once published online, comments are on record and cannot be retracted. All actors are accountable for their comments.

If requested to participate in an online network by a third party as a result of your affiliation with the QMJHL, the League recommends that you decline the request or obtain the authorization of the administrative office.

These policies are designed to protect all parties from harassment, stalking, inappropriate contact or behaviour, however they are intended.



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DISCIPLINARY MEASURES

The following are examples of conduct through social media and networking mediums that are considered violations of this policy and which may be subject to disciplinary action by the QMJHL, at the discretion of the Commissioner:

- Statements which are critical of League personnel, its programs, employees, on-ice or off-ice officials, players, members, owners or operations staff, sponsors or any other actors.
- Divulging confidential information that may include, but is not limited to the following: trade talk or other player movement, medical history (injuries or other), game plans or strategies and any other information that is deemed confidential.
- Sharing or divulging photos, videos or comments which promote negative influences or criminal behaviour, including but not limited to: drug use, alcohol abuse, public intoxication, sexual exploitation, etc.
- Online activity that contradicts the current policies of the QMJHL.
- Inappropriate, derogatory, racist or sexist comments of any kind that contradict the policies outlined by the QMJHL on these matters.

SUMMARY

All QMJHL Community actors should assume that they are representing the QMJHL and/or its member clubs at all times. They must use good judgment when using social media.

Social media users must use discretion and be respectful; if a photo or a comment is considered inappropriate for other forms of media, then it must also be considered inappropriate for use on social media networks.

As for traditional media, the use of member club logos and of the QMJHL logo must first be authorized by the entity responsible.

Advise the QMJHL administrative office immediately of any inappropriate use of social media networks.