



SOUTH WINDSOR YOUTH HOCKEY ASSOCIATION

Social Media Policy

We at SWYHA strive to create a fun, exciting and safe environment for all families. The advent of social media has brought, what was once the domain of large publishing houses such as *The New York Times* and others, to our very own fingertips. With this revolution comes great power, both positive and negative as I'm sure we are all aware. Along with this power comes the need for responsibility. Thankfully, we all possess the greatest tool for managing our responsibility: common sense

Definition

Social media is any form of online publication or presence that allows interactive communication, including social networks, blogs, photo sharing platforms, internet websites, internet forums, and wikis. Examples of social media include, but are not limited to, Facebook, Twitter, Instagram, YouTube, Google+, and Flickr

Stand behind your words

You should always take responsibility for the content you post in all social media environments. While you may think that using a fake name may prevent posts from becoming part of your footprint, there are still ways to link that information to the person who posted it (for example, through an Internet IP address or other distinguishing information linking posts). Be your best self online – post accurate information and be accountable for what you say

Put your best foot forward

People of all ages sometimes act differently on social media than they would “face-to-face,” assuming that, because they are not communicating in person, they are not accountable for their own actions. In fact, because of the nature of the digital world, you should be as responsible, if not more, when acting online. Since you never know who will ultimately be reading content online, always assume that anyone might have access

Pause before you post

Once a comment is posted online, you cannot later say, “never mind.” It may seem funny or harmless when you post it, but it could hurt or offend someone. As guidance, take a few extra minutes to think about whether a post will be hurtful or embarrassing. Because online posts

can never be completely deleted, it is important to make sure that each post is something you want to live with

Zero Tolerance

SWYHA is following in the footsteps of USA Hockey in enforcing a Zero Tolerance stance with respect to inflammatory or negative social media comments surrounding SWYHA or its members. Penalties for social media violations will be strictly enforced which may result in dismissal from the Association