

SOCIAL MEDIA POLICY



INTRODUCTION

This policy covers public communications through certain social media platforms such as **Facebook, X, Instagram, YouTube, Snapchat, TikTok, LinkedIn, Tinder, Bumble and any other social media.**

It applies to Quebec Maritimes Junior Hockey League (QMJHL) staff, owners, team staff, players, on- and off-ice officials, and anyone associated with QMJHL activities.

The QMJHL understands and appreciates the importance of social networking for its stakeholders, whether for personal or professional purposes. This immediate, public forum allows for unique opportunities to connect with different people, share content, or make promotions. However, these are also platforms that can lead to the sharing of behaviors or comments that are likely to be inappropriate, including behaviors or comments made to the detriment of the League and/or its stakeholders.

USAGE

The actors who, directly or indirectly, play a role within the QMJHL and who use and participate in the practice of social networking are held to the same standards as all other media forums such as television, radio, newspapers and web platforms. All players must conduct themselves professionally at all times, as they represent the QMJHL and their team at all times.

Please note that once posted online, comments are public in nature and cannot be retracted. **All stakeholders are responsible for their comments.**

In the event of a request from a third party to encourage your participation in networking activities because of your affiliation with the QMJHL, the League recommends that you decline this request to participate or obtain authorization from the administrative centre.

Policies are designed to protect all parties from harassment, bullying, sexual violence and malicious behaviour.

CONTRAVENTION OF POLICY

Any person who commits a breach of the Policy may be subject to administrative and/or disciplinary action. The choice of the applicable measure(s) will take into account the seriousness and consequences of the act(s) of the person who committed the act(s).

The following are examples of behaviours through the use of social platforms that are considered to be contrary to this policy and for which there may be disciplinary sanctions by the QMJHL, at the discretion of the Commissioner.

- Statements that are intended to criticize QMJHL personnel, programs, employees, on- and off-ice officials, players, member clubs, owners or officers, sponsors, or any other stakeholders;
- Share or disclose confidential information including, but not limited to: trade talks, waivers, medical information (injuries or otherwise), game strategies or plan and any information of a confidential nature;
- Produce, share or disclose photos, videos or comments that promote negative or criminal influences including, but not limited to: drug use, alcohol abuse, public intoxication, sexual violence, distribution of sexual material, etc.
- Online activities that contradict QMJHL policies.
- Inappropriate and discriminatory comments of any kind that go against the policies established by the QMJHL for this purpose.

SUMMARY

All stakeholders in the QMJHL community should assume that they represent the QMJHL and/or its member clubs at all times. They must use good judgment when using social media.

Social media users must demonstrate discretion and respect. If a photo or comment is considered inappropriate for any other media, then it should also be considered inappropriate for use on social media.

As with visual or print media, the use of member club or QMJHL logos must first be approved by the entity responsible for it.

Please notify the QMJHL Commissioner's Office immediately in the event of inappropriate use of social media.

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