



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

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 Internet mediums and websites such as Facebook, Twitter, Instagram, Snapchat, TikTok, Linked In, Tinder, Bumble and other social media networks. It is applicable to the Commissioner's office staff, owners and teams' staff on-ice and off-ice officials and any other participant in Quebec Major Junior Hockey League (QMJHL) activities.

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

GUIDELINES

The QMJHL holds its stakeholders, which use or participate in social networking, to the same standards for all forms of media, including but not limited to television, radio print and social media. Its stakeholders should always act professionally since they always represent the QMJHL and their team.

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

Any requests to participate in online networks or forums by third parties due to your affiliation with the QMJHL. The League recommends that you decline these requests or obtain the authorization of your administrative office.

These policies are designed to protect all parties from harassment, bullying, stalking, sexual violence, inappropriate behaviour, etc.

VIOLATION OF THE POLICY

Any individual who violates the policy exposes himself to administrative and/or disciplinary measures. Those measures will be decided based on the seriousness of the actions committed by the offender and their consequences.

The following are examples of conduct through social media and networking mediums that are considered policy violations and for which there may be disciplinary sanctions from the QMJHL, at the discretion of the Commissioner:

- Statements critical of League personnel, its programs, employees, on-ice or off-ice officials, players, members, owners or operations staff, sponsors or any other stakeholders.
- Divulging confidential information that may include but is not limited to the following: trade talks or other player movements, medical history (injuries or other), game plans or strategies and any additional information that is deemed confidential.

- Producing, sharing or distributing photos, videos or comments which promote negative influences or criminal behaviour, including but not limited to: drug use, alcohol abuse, public intoxication, sexual violence, sexual explicit materials, etc.
- Online activity that contradicts the current policies of the QMJHL.
- Inappropriate and discriminatory comments of any kind that contradict the policies outlined by the QMJHL on these matters.

SUMMARY

All QMJHL stakeholders should assume that they are always representing the QMJHL and/or its member clubs. 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 regarded as inappropriate for use on social media networks.

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

Advise the Commissioner's Office immediately of any inappropriate use of social media networks.

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