



# MISSISSAUGA GIRLS HOCKEY LEAGUE

Iceland Arena | 705 Matheson Blvd. E. | Mississauga, ON | L4Z 3X9  
Info@MGHL.ca | www.MGHL.ca

## MGHL MEDIA POLICY

### EFFECTIVE DATE

Approved, Version 1.0: August 8, 2024; Revised, Version 1.1: N/A.

### PURPOSE

The purpose of this Media Policy is to establish guidelines and procedures, consistent with the Ontario Women's Hockey Association (OWHA: [1](#), [2](#)), the [Ontario Hockey Federation](#) (OHF) and [Hockey Canada](#) (HC), for the appropriate use of social media and other media channels by members of the Mississauga Girls Hockey League (MGHL), ensuring that all communications align with the League's values, goals, and Codes of Conduct.

### OBJECTIVES

- Ensure the privacy and safety of all members, consistent with association and governing body policies.
- Promote positive media exposure for the League and its members.
- Establish guidelines for League-related media management, interactions and communications.

### SCOPE

This policy applies to all Players, Coaches, Team Officials / Staff, Parents, Guardians, Volunteers, Executives, Support Staff and any other individuals representing the organization from House, Rep and Women's League divisions (U7 through Senior) of the MGHL. This policy covers interactions with traditional media (e.g., TV, radio, newspapers, etc.), online media (e.g., websites, social media platforms, etc.), and any other forms of media.

### GUIDELINES

The MGHL understands and appreciates the importance of media, including social networking. This public forum presents unique opportunities for networking, promotion, collaboration, and expressing creativity. However, it also provides a largely unsupervised medium for inappropriate conduct to occur; conduct which can be detrimental to the welfare of the MGHL and its members. It should be recognized that social media and comments, including those sent via texting or through other online messaging channels, can easily be shared, published and made available to the public and other media. Once published online or in print, comments are considered on record and cannot be retracted. As such, all MGHL members are accountable for their comments and should conduct themselves in an appropriate and professional manner at all times.



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## 1.0 MEDIA RELATIONS

### 1.1. MEDIA REQUESTS

- a. All media inquiries regarding the MGHL should be directed to the League's designated media liaison, [President](#), [Vice President](#), or the [Communications Director](#).
- b. Team Officials should refrain from providing statements or interviews to the media without prior authorization from the League.

### 1.2. PUBLIC STATEMENTS

- a. Only designated League Officials or spokespersons are authorized to make public statements, official announcements or communications on behalf of the MGHL.
- b. Individuals representing the League should ensure that their public statements are accurate, positive, respectful, and consistent with the values and Codes of Conduct of the organization.

## 2.0 PRIVACY & CONSENT

- 2.1. The MGHL respects the privacy of Players by obtaining consent during the registration process before sharing Personal Identifying Information (PII; e.g., first name; last initial; images; videos; Elite Performance Program: last name; stats) of Players, particularly minors, across various forms of media.
- 2.2. Consent is voluntary and can be withdrawn at any time by explicit written notice, clearly listing any PII included in the withdrawal using the [MGHL Media Release OR Withdrawal Form](#), and submitted directly to the [Communications Director](#). The Director will advise the Board and relevant Team Officials of the withdrawal as soon as reasonably possible.

## 3.0 SOCIAL MEDIA GUIDELINES

### 3.1. OFFICIAL MGHL ACCOUNTS

- a. The MGHL may maintain official social media accounts on platforms such as Instagram, Facebook, Twitter, etc., for the purpose of promoting League events, sharing updates, supporting community engagement, and celebrating achievements, or other applicable content.
- b. Management access to these accounts will be granted to designated League Officials for administration and content management.
  - i. League Officials that manage MGHL accounts will report to the Communications Director.

### 3.2. TEAM ACCOUNTS

- a. All social media accounts representing the MGHL, including team accounts, will be subject to all applicable League bylaws, policies, guidance etc.
- b. Each team within the MGHL may manage their own social media accounts (e.g., Instagram profiles, Facebook pages, Twitter handles, etc.) for seasonal use, upon request made to the designated League Official or [Communications Director](#).
- c. Only Coaches or designated Team Officials (aged 16 years or above) approved by the MGHL Executive Board may have access to manage team accounts.



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- d. Team account access is granted separately to each individual representative managing the account; usernames and passwords should not be shared between two or more individuals under any circumstances.
- e. It is the responsibility of Team Officials to ensure that content posted on team accounts adheres to the MGHL's Codes of Conduct, Abuse & Harassment Policy, Dressing Room Policy (Appendix A), Media Policy, Privacy Policy and any other applicable policies or bylaws.
- f. The League reserves the right to apply sanctions, including, but not limited to, requesting the removal of accounts or access, if the terms of this policy are violated, at the discretion of the MGHL Executive Board, in order to maintain the privacy and safety of all members and ensure consistency with League values, goals and Codes of Conduct.

### 3.3. CONTENT GUIDELINES

- a. Teams managing MGHL-related social media accounts are responsible for maintaining the integrity and reputation of the League.
- b. All content posted on MGHL / team accounts must be respectful, positive, and in accordance with the values and Codes of Conduct of the League.
- c. Content should focus on promoting the sport of hockey, sportsmanship, teamwork, and the positive experiences and achievements of Players within the League.
- d. Content related to League events, games, and activities should be accurate and informative.
- e. Team Account Managers should not remove any previously posted content that is in accordance with League values, goals or Codes of Conduct, and should not repurpose any existing team accounts that they are granted access to.
- f. Photos, videos, and comments should not violate the privacy of individuals without their consent (refer to section 2.0 Privacy & Consent.)
  - i. Respect requests from individuals who do not wish to be photographed or recorded at any given time.
- g. Photography and videography on team accounts is permitted for personal use and promotional purposes only; unauthorized commercial use of League-related images or video is prohibited.
- h. Team Staff must ensure compliance regarding the use of League related Trademarks, as governed under MGHL Bylaw 18.0, which may include fines of up to \$1000 for non-compliance.
- i. Team accounts must adhere to MGHL Branding guidelines, maintaining official League logos, colours, assets etc.

### 3.4. CONTENT VIOLATIONS

The following examples include, but are not limited to, conduct considered to be a violation of the MGHL Media Policy and may be subject to disciplinary action by the League:

- a. Any statement deemed to be publicly critical of League Officials or detrimental to the welfare of the association, a member team, or an individual.
- b. Divulging confidential information that may include, but is not limited to, the following:
  - i. Player injuries; Player movement; Player stats (outside of the Elite Performance Program); game strategies, or
  - ii. Any other matter of a sensitive nature to the association, a member team, or an individual.



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- c. Negative, derogatory or discriminatory comments about any individuals or groups, including, but not limited to, the association / staff, a member team, OWHA / staff, programs, stakeholders, sponsors, Players, or opposing associations / teams / representatives etc.
- d. Any form of bullying, harassment, intimidation or threats against Players, Officials, or any other representatives of the association.
- e. Photographs, videos or comments promoting negative influences or criminal behavior, including, but not limited to, drug use, alcohol abuse, public intoxication, hazing, sexual exploitation, etc.
- f. Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with the policies and regulations of the association and governing bodies on these matters.
- g. Online activity that is meant to alarm other individuals or to misrepresent fact or truth.
- h. Online activity that contradicts the current policies of the League or any of its governing bodies.

## 3.5. PERSONAL ACCOUNTS

- a. While individuals are free to have personal social media accounts, they should exercise caution and good judgment when posting content or comments related to the MGHL, and should also uphold the standards of respect and integrity expected by the League.
- b. No team or individual may represent the League using an unapproved personal or professional account.
- c. Individuals should refrain from posting negative or controversial content that could reflect poorly on the League or its members.
- d. Personal opinions should be clearly identified as such and should not be presented as representing the views of the MGHL.

## 4.0 REPORTING INCIDENTS

- 4.1. Any disputes or concerns arising from media interactions or content posted on team accounts should be addressed internally within the team and, if necessary, escalated to the League's Executive Board for guidance or resolution.
- 4.2. Any inappropriate or concerning media content should be reported to the League's Executive Board immediately for review and appropriate action.

## 5.0 COMPLIANCE & ENFORCEMENT

### 5.1. MONITORING

- a. The MGHL may *periodically* monitor social media activity related to the League to ensure compliance with this policy.
- b. Team Staff must *regularly* monitor and moderate social media activity, including comments posted in response to published content, related to a team account to ensure compliance with this policy.
  - i. Where a team's Social Media Managers are minors (16 / 17 years of age), a designated adult Team Staff member must provide additional supervision of published content, per 5.1.b.
- c. Pursuant to MGHL Bylaw 8.2, Coaches are responsible for the conduct of their team.



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## 5.2. ENFORCEMENT

- a. Violations of this Media Policy may result in disciplinary action, including warnings, revocation of social media account access, reporting and removal of unofficial accounts, fines, suspension, or expulsion from the League, depending on the severity of the infraction.
- b. The MGHL Executive Board reserves the right to remove or edit any content posted on, or to prohibit or revoke member access to, any MGHL / team account that violates this policy.
- c. The MGHL Executive Board reserves the right to interpret this policy and enforce disciplinary action, as necessary, with the ultimate goal of maintaining a positive and safe online environment for all members.

## 6.0 REVIEW & UPDATES

- 6.1. This media policy will be reviewed annually by the MGHL Executive Board to ensure its effectiveness and relevance.
- 6.2. Amendments may be made as necessary to address changes in technology, social media platforms, or League / governing body requirements.

## 7.0 CONCLUSION

- 7.1. The MGHL is committed to promoting responsible and respectful media use among its members.
- 7.2. By adhering to the guidelines outlined in this policy, we aim to foster a supportive and inclusive online community that reflects the values of our association and governing bodies.
- 7.3. By participating in the MGHL, all members agree to abide by the terms and guidelines outlined in this Media Policy.

## OWNERSHIP

Please contact the MGHL President at [President@mghl.ca](mailto:President@mghl.ca) with any questions or concerns regarding this policy.