



SOCIAL MEDIA AND NETWORKING POLICY

Updated 12/17/2025

1. INTRODUCTION

For the purpose of this Social Media and Networking Policy, the policy will encompass public communications through such internet mediums and websites as Twitter, Facebook, LinkedIn, Instagram, Tinder and any other social media network that allows users to communicate online. The policy will be applicable to all members of the APHL at the Club and League levels including Governors, General Managers, Hockey Operations staff, Business Operations staff, Scouts, Medical personnel, on-ice and off-ice officials, billets, players, players families, and APHL Office staff.

The APHL recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. The APHL also respects the right of all Clubs and League personnel to express their views publicly. At the same time we must be aware of the dangers social media and networking can present.

The purpose of this policy is to educate the APHL participants on the risks of social media and ensure all Clubs and League personnel are aware that conduct deemed to be inappropriate may be subject to disciplinary action by the Club and The League.

2. SOCIAL MEDIA GUIDELINES

- a) the APHL holds the entire APHL Community who participates in social media and networking to the same standards as it does for all other forms of media including radio, television and print.
- b) comments or remarks of an inappropriate nature which are detrimental to a Club or the League will not be tolerated and will be subject to disciplinary action.
- c) it should be recognized that social media comments are on the record and you should conduct yourself in an appropriate and professional manner at all times.
- d) refrain from divulging confidential information of a personal or team related nature. Only divulge information that is considered public.
- e) use your best judgment at all times – pause before posting. Ultimately, you are solely responsible for your comments and they are published for the public record.
- f) if requested to participate in an online network, as a direct result of your affiliation with or participation in the APHL, the APHL recommends that this request be declined.
- g) players or hockey operations staff are not permitted to participate in social media or networking two (2) hours prior to the start of an APHL game and at least one (1) hour following the completion of an APHL game.

3. SOCIAL MEDIA VIOLATIONS

The following are examples of conduct through social media and networking mediums are considered violations of the APHL Social Media and Networking Policy and may be subject to

disciplinary action by the APHL, at the discretion of the APHL Commissioner.

- a) any statement deemed to be publicly critical of League officials or detrimental to the welfare of a member Club or the League.
- b) divulging confidential information that may include, but is not limited to the following: player injuries; trades or other player movement; game strategies; or any other matter of a sensitive nature to a member Club or the League.
- c) negative or derogatory comments about any of the APHL staff, programs, stakeholders, players or any member of an APHL Club.
- d) photographs, video or comments promoting negative influences or criminal behavior, including but not limited to: drug use, alcohol abuse, public intoxication, sexual exploitation, etc.
- e) online activity that contradicts the current policies of the APHL.
- f) inappropriate, derogatory, racist, or sexist comments in keeping with the APHL policies and regulations on these matters.

4. SUMMARY

The APHL community, when using social media and networking mediums, should assume at all times they are representing the APHL and/or its member Clubs. All members of the APHL community should remember to use the same discretion with social media and networking as they do with other traditional forms of media. Should the identity or image of any member of the APHL Community be used in Social Media and Networking without authorization, please notify your APHL Club Management or the APHL Office immediately. Any use of a player or team member's image or likeness without the written consent of the APHL is strictly prohibited.