

The Code Playbook

How to be a good sport on and off the ice and stay safe online.

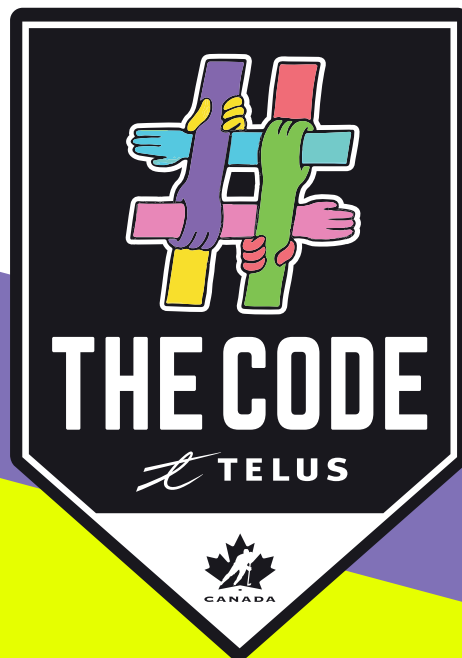


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from Jordan Eberle

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Welcome to

The Code Playbook

To the Hockey Canada community,

Welcome to The Code!

Imagine if the best things about sport — ethics, honour, teamwork and sportsmanship — carried over to the online world as well. It's why we've created The Code — a program designed specifically for the hockey community.

The Code is a commitment to being a good sport, both on and off the ice. By signing The Code, you're committing to making the rink and the web a positive, friendly place for yourself, your teammates, your parents, your coaches and the entire hockey community. It's open to players, fans, coaches, parents, guardians, officials and volunteers.

After you sign The Code, use this Playbook as your guidebook on how to treat people with respect. It's full of strategies and tips to help you transfer the good sportsmanship you display at the rink to the online world and your everyday life.

Have fun out there!



Jordan Eberle



It takes teamwork to
#EndBullying.



What is The Code?

Being a good sport online is as important as being a good sport on the ice.

Hockey Canada and TELUS are committed to **#EndBullying**, so we teamed up to create The Code. There are three parts to The Code:

- The Code Pledge
- The Code Playbook
- The Code workshops for parents and youth

An extension of the TELUS Wise program, The Code offers free educational tools and resources to help hockey fans, players and families safely and respectfully navigate digital spaces.

The Code is also a pledge that every player, fan, coach, parent, official, volunteer or administrator can make to become a good digital citizen and a great teammate.

It will take a team effort to **#EndBullying**, so sign The Code at hockeycanada.ca/thecode today!



What is

The Code Playbook?

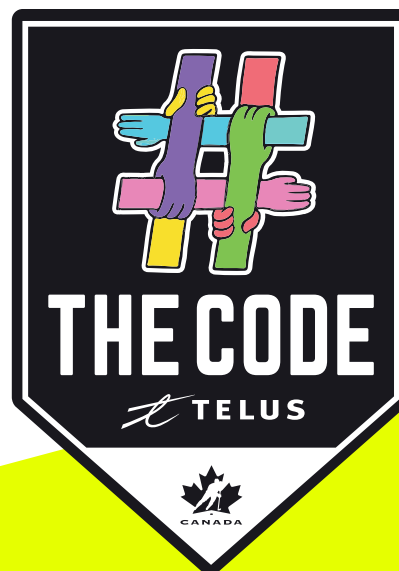
The Code Playbook offers great tips for hockey players, coaches, fans and families to choose positive behaviours, both online and at the rink.

These small yet important gestures and actions will create a friendlier world for you and your teammates, opponents, officials, parents and volunteers.

The Code Playbook includes a guide for:

- Elementary School (ages 7-12)
- Middle School (ages 12-15)
- High School (ages 15-19)
- Coaches and volunteers
- Parents and guardians

Developed in partnership with the TELUS Wise team, Internet safety experts at MediaSmarts, as well as leaders at Hockey Canada, The Code Playbook will help everyone have fun at the rink and stay safe online. Help us create a positive, friendlier world online — and on and off the ice — by sharing The Code Playbook with your teammates and friends.



Players aged 7-12

Elementary School

Being a good sport isn't just about your behaviour on the ice. Good behaviour is important before and after games, too.

Remember that what you do or say online is an extension of who you are, so it's important to always be nice online.



Players aged 7-12

Elementary School

How can you help your teammates on the ice? How can you be friendlier online, too?

Use these tips to take your game to the next level, on the ice, off the ice and online.

On-ice and off-ice behaviour	Online behaviour
After every goal against your team, go see your goalie, give them a tap on the pads and say a few positive words.	What you say and do online can impact the way others feel. Send a positive message to a teammate who had a difficult day or game.
After a teammate makes a mistake, check-in on them and let them know it's okay.	If you see a friend being bullied online, check in on them — let them know what you saw is not okay and ask how you can help.
Help teammates to develop their skills, e.g. skating, shooting, rules, etc.	If you see a friend say or do something online that could hurt someone else, talk to them privately and let them know you don't think it's okay.
Ask teammates if they need help learning how to tie skates and tape sticks.	Get your parents' permission before downloading anything, or before posting hockey highlights (or other videos) that you create. If other people are in the videos, make sure you get their permission, too.
Congratulate opponents and stay positive when shaking hands with the other team.	If someone is mean to you online, don't argue back: just stop talking to them. If you can, block them from contacting you again, save what they did and talk to a parent, teacher or coach for help.
Shake hands with referees and opposing coaches.	Only connect with people you know in real life and always be respectful. Treat people online the same way you would offline.
Remind teammates not to shoot the puck while the coach is talking and that they should be listening.	Don't post or say anything online that you wouldn't want your parents, teachers or coach to see.

Players aged 7-12

Elementary School



On-ice and off-ice behaviour	Online behaviour
Help pick up pucks and cones after practice.	Be a good digital citizen when you're online — it can impact your reputation. Remember that your friends and teammates pay attention to what you do and say online and off.
Create and use nicknames that are both positive and inspiring.	Think carefully about your usernames and profile pictures to protect your privacy and reputation.
Be polite with all participants of the game (teammates, coaches, parents, officials and opponents).	Be polite online. What you do online can last longer, reach more people and have a bigger impact than you intended.
Be a good teammate to all members of the team.	Spread positivity and kindness online.
When taking over a dressing room, ask the previous team how their game / practice was.	Be a good sport when you play online games and remember the other players / teams are real people with feelings.
Take turns filling water bottles.	Be a team player. Always think carefully about how you treat other people.
Tidy up the dressing room before you leave, e.g. pick up tape and trash.	Be a good digital citizen. Think carefully about anything you say, do or post online.

Players aged 12-15

Middle School

How you behave with your teammates off the ice is just as important as your on-ice behaviour. Similarly, it's important to always be positive online and to manage your online reputation.

Remember that what you do or say on the web is an extension of who you are.



Players aged 12-15

Middle School

These tips will help you be a good person on the ice and online. Always think about how your actions affect others and impact your online reputation - just as your actions on the ice affect your game.

On-ice and off-ice behaviour	Online behaviour
Tap your goalie on the pads after your team gives up a goal.	What you say and do online can impact the way others feel. Send a positive message to a teammate who had a difficult day or game.
Be sure to wear appropriate and approved safety equipment.	Set strong passwords for your online accounts and don't share them with teammates (just as you wouldn't share your mouth guard).
Respect the opposition, especially in the heat of the moment – there is no place for racism, sexism or inappropriate conduct.	If you are being cyberbullied, don't argue back: stop talking to them. If you can, block them from contacting you, save evidence of what they did and talk to a parent, teacher or coach for help.
At the opening face-off, wish the opposing player good luck.	Use social media to spread positivity and kindness. If something happens online that makes you mad, assume the best about the other person and talk it out offline if you can.
Communicate with your teammates if you feel they are acting inappropriately.	If you see a teammate making rude comments online, ask them to stop. Remind them their behaviour can impact how others feel and negatively impact their own online reputation.
Shake hands with referees and opposing coaches.	Only connect with people you know in real life and always be respectful. Treat people online the same way you would offline.
Help pick up pucks after practice.	Be a good digital citizen when you're online – it can impact your reputation. Pay attention to what you say and do, online and off.

Players aged 12-15

Middle School



On-ice and off-ice behaviour	Online behaviour
Shop with your parents to ensure your equipment is safe and fits properly.	Always check privacy and permission settings to control how your information is used and who is able to see it.
Remind teammates how to act both on and off the ice.	Lead by example and think carefully about what you like, share and post online.
Get into healthy habits to improve performance.	When you're looking for information online about things like nutrition and fitness, make sure your sources are reliable. Don't trust someone just because they say they're an 'expert,' and make sure they're not trying to sell you something.
Hockey is a great game but also leave time for school, friends, family and other activities!	Use technology responsibly. Don't let screen time and social media interrupt your sleep and practice schedules.
When taking over a dressing room, ask the previous team how their game / practice was.	Be a good sport when you play online games, keeping in mind there are real people on the other side of the screen.
Before posting photos or comments about your teammates, make sure you have their permission.	Always ask for permission before taking or sharing pictures of the team or other players. Posting pictures of yourself or tagging other players in inappropriate situations can hinder careers and dreams.
Tidy up your dressing room before you leave, e.g. pick up tape and trash.	Keep your online presence clean to reduce chances of identity theft. Scrub social media friends lists and deactivate accounts you no longer use.

Players aged 15-19

High School

Your off-ice behaviours — like dressing and behaving professionally at the rink, maintaining healthy habits and giving back to the community — are equally as important as your on-ice play. When you're online, your behaviours and reputation can impact your future goals, too, whether you're playing professionally or pursuing another career path.



Players aged 15-19

High School

It's important that good sportsmanship extends beyond the ice and into our online world. Build a positive online reputation, respect others and be careful about what you post.

On-ice and off-ice behaviour	Online behaviour
Wear appropriate and approved equipment to stay safe on the ice.	Always check privacy and permission settings to control how your information is used and who is able to see it.
Even in the heat of the moment, be sure to respect the other team — there is no place for inappropriate conduct in hockey.	If you are being cyberbullied, stop talking to that person. Retaliating can escalate the situation and impact your own brand. If you can, block them from contacting you, save evidence and talk to a parent, teacher or coach for support.
Respect the game of hockey. This means respecting yourself, your coaches and your teammates.	Respect the other team online. Be mindful of what you post and share on social media.
Just before puck drop, take a moment to wish your opponent a good game.	Use social media to spread positivity and kindness online. If something happens online that makes you mad, assume the best about the other person and talk it out offline if you can.
Dress appropriately when representing your team at practice, games or team events.	Always ask for permission before taking or sharing pictures of others. Posting pictures of yourself or tagging others in inappropriate situations can hinder careers and dreams.
Have healthy habits that will help you succeed.	When you're looking for information online about things like nutrition and fitness, make sure your sources are reliable. Don't trust someone just because they say they're an 'expert,' and make sure they're not trying to sell you something.
Make sure you are focused and not distracted before a game by putting your phone away early.	Use technology responsibly. Don't let screen time and social media interrupt your sleep and practice schedules.

Players aged 15-19

High School



Con't

On-ice and off-ice behaviour	Online behaviour
Be mindful of how you represent yourself to your teammates, other players and the community.	Be a leader online and offline and lead by example. Think carefully about your online reputation, and what you like, share and post online. Make sure your friends and peers know that bullying and disrespect are never okay.
Communicate with other teams in a positive way when they're leaving a practice or game.	Winning and losing is part of the game and we all have experiences with both. Be respectful to opposing teams if you are sharing your success online.
Take turns filling water bottles.	When driving to practices (or anywhere!), avoid distracted driving and keep your eyes on the road. If someone else is driving, help them stay focused by managing their device for them.
Take the time to give back and mentor within your community.	Manage your screen time so you can be the best version of yourself — trying new sports, excelling at school or even giving back to your community.
Don't take pictures in the dressing room.	Always ask for permission before taking or sharing pictures of others. Posting pictures of yourself or tagging others in inappropriate situations can hinder careers and dreams.
Tidy up the dressing room after every practice and game, e.g. pick up tape and other trash.	Keep your digital household clean to reduce chances of identity theft. Scrub social media friends lists and deactivate accounts you no longer use.

Coaches and volunteers

A coach or volunteer's impact goes beyond supporting players on the ice. You can have an impact on others too, including players and coaches from opposing teams, parents/guardians and arena staff.

Be a good role model at all times — whether it's in the locker room, at the arena or online.



Coaches and volunteers

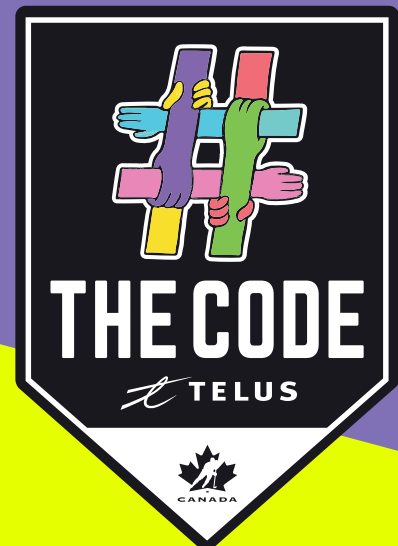
Your influence on hockey players and the hockey community is powerful, with so many people looking up to you. Use these tips to help you lead by example on the ice and online.

On-ice and off-ice behaviour	Online behaviour
Be empathetic towards the other team and coach if a player acts inappropriately.	If you see a player acting inappropriately online, make it a coaching moment — remind them to always think about their online reputation and to be respectful online.
Remind assistant coaches, bench staff and trainers not to lose their temper with referees, players or parents at any time.	Be respectful in your online communications with your team, parents, other players and coaches. Remember that there are real people and feelings on the other side of the screen.
Always communicate with officials in an appreciative and respectful manner, especially in challenging situations.	
Help parents carry bags into the arena and consider that kids should be taught to carry their own bags.	If a player or parent tells you about a cyberbullying incident, don't downplay the situation. Instead, listen, offer support and recommend that they Stop, Block, Record and Talk (Stop engaging, block the cyberbully if you can, record evidence of what happened and talk to an adult you trust).
Assist parents by offering to carpool. Remember the Rule of Two.	Avoid distracted driving. Keep your eyes on the road and program your GPS before you leave for the rink.
Wish a good game to opposing coaches and players before the game.	Always be respectful and treat people online the same way you would offline.
Congratulate the opposition on their win or great effort after the game.	Ask your players/team for permission before posting pictures of them online.
Relate to your players by learning their slang and ensuring that it isn't inappropriate.	Learn the online slang and emojis your team uses and talk to your team about not sharing racist, sexist or inappropriate photos, videos or memes. Remind them that their online actions can impact their reputation and hockey career.
Commend players for their good conduct off the ice.	Lead by example for players and coaching staff. Encourage positive online behaviours and manage your screen time so you can continue giving back to your community. As a coach, consider scheduling or delivering a TELUS Wise workshop to your team.
Check-in with parents to see how players are doing outside of hockey and in school.	Encourage parents to get involved in their players' digital lives and have regular conversations about good online behaviour.

Parents and guardians

It's important for parents and guardians to lead by example at the rink and to encourage players and teammates to be good citizens at all times, including when they're off the ice and online.

Here are helpful tips and tricks as well as the best way to handle cyberbullying.



Parents and guardians

Good sportsmanship doesn't end with players and coaches. Fans, parents and guardians also need to live by The Code. Here's how you can spread positivity in your hockey community.

On-ice and off-ice behaviour	Online behaviour
If a player has a difficult game tell them they tried hard and they should be proud of their effort.	Ask your child, their teammates and other parents for permission before posting pictures of them online.
Be sure to stress effort over performance.	Be active in your child's digital life and have regular conversations about what it means to be a good digital citizen.
Congratulate opposing players as they leave the ice or arena.	Be a good role model and demonstrate good sportsmanship online. Congratulate players and the other team by posting a positive message on social media.
Encourage the team as a whole, not just your child.	Send a message to the whole team that highlights their good performance. Avoid singling out individual players.
Don't insult or act inappropriately toward the opposing team.	Be respectful in your online interactions with coaches, volunteers and players.
Tell the coaches you appreciate all the effort they put into making your child's hockey experience a positive one.	Don't be afraid to talk with a coach about a cyberbullying issue between parents or your child's teammates. Taking the conversation offline can help resolve issues.
Help other parents carry hockey bags to and from their car.	If a player or parent tells you about a cyberbullying incident, don't downplay the situation. Instead, listen, offer support and help develop a plan to address the situation.
Offer to assist parents by helping their kids get their hockey equipment on or tying their skates.	If someone tells you they're being cyberbullied, recommend that they Stop, Block, Record and Talk (Stop engaging, block them if you can, record evidence of what happened and talk to an adult you trust).
Offer rides to your child's teammates to help their parents who may be dealing with multiple activities. Remember the Rule of Two.	Avoid distracted driving. Keep your eyes on the road and program your GPS before you leave for the rink.

