



## **Use of Social Media**

The Sunshine Coast Youth Soccer Association (SCYSA) recognizes that social media and networking sites have become a regular part of everyday life. Many members of the SCYSA enjoy memberships with such sites as Facebook, Twitter, YouTube and Flickr. However, we are also aware that these sites can become a negative forum for complaining or gossiping and care must be taken not to breach our Code of Conduct or offend anyone when using these services. To assist in posting content and managing these sites, the SCYSA has developed policies and guidelines for official and personal use of social media. These policies and guidelines apply to the membership of the SCYSA including but not limited to board members, coaches, assistant coaches, managers, players, parents and referees.

### **General Guideline**

The purpose of using these communication channels on behalf of the SCYSA is to support the club's mission, goals, programs, and sanctioned efforts, including club news, information, content and objectives. The SCYSA may choose to post club related social media content generated by board members, coaching staff and/or players/parents. The SCYSA's main social media accounts can be accessed through the club's Web site, and includes:

Facebook, <http://www.facebook.com/SunshineCoastYouthSoccer>

### **Policies**

- \* When using an officially recognized social media channel, assume at all times that you are representing the SCYSA. A healthy dialog with constructive criticism can be useful. Exercise discretion, thoughtfulness and respect for your SCYSA peers, board members, fans, opponents, coaching staff, referees and the club's supporters/community (social media fans). Avoid discussing or speculation on internal team or club policies or operations and refrain from engaging in dialogue that could disparage SCYSA peers, board members, fans, opponents, coaching staff, referees and the club's supporters/community (social media fans).
- \* Be mindful that everything you post is on a public forum and is therefore public information. Similar to comments made in person, the SCYSA will not tolerate disrespectful/offensive comments and behaviour online towards your SCYSA peers, board members, fans, opponents, coaching staff, referees and the club's supporters/community (social media fans). All posted content is subject to review in accordance with the SCYSA's Code of Conduct.
- \* The SCYSA's logo and/or visual identity cannot be used for personal social media without the permission of the Board.
- \* Your personal social media account is not an appropriate place to distribute club News. If you have club information and news that you would like to announce to the public or media, please contact the Communication Director.
- \* The SCYSA encourages players, board members, fans, opponents, coaching staff and the club's supporters/community (social media fans) to use social media but reminds users that at any time they can be perceived as a spokesperson of the SCYSA.
- \* Any violations of these guidelines are subject to investigation and sanction by SCYSA. SCYSA reserves the right to determine appropriate sanctions for any violations of these guidelines (such sanctions may vary from removal of the objectionable material, suspension or dismissal from the SCYSA membership).

### **Final Thoughts**

If you have any doubt about posting content on this social media site, please consult the Communications Director at [scysc.ca](mailto:scysc.ca) ([communications@scysa.ca](mailto:communications@scysa.ca)). Due to the evolving nature of social media, the policies and guidelines are subject to revision by the club's Board. We also welcome feedback from the club membership.