



# BRAMS UNITED SOCCER CLUB

## SOCIAL MEDIA POLICY

The Brams United Soccer Club recognizes the importance of using social media services to improve communications with our community and club members. These services include Facebook, YouTube, Twitter, Google+, plus many other popular sites and blogs. Social Media is to be used in a positive matter that enhances our services to the community and to Brams United Soccer Club (hereinafter referred to as the “club”).

- Any online postings must be consistent with club policies and guidelines and will apply to the club’s Board of Directors, technical trainers, coaches, managers, assistants, players, parents, volunteers, office staff and membership.
- The club reserves the right to post or remove club related social media content.
- The club’s logos as well as club news/announcements cannot be used for personal social media without the club’s approval.
- The purpose of using social media services is to support the club’s mission, goals and programs.
- Members are not permitted to post information, photos, or other representations of sexual content, inappropriate behaviour, or items that could be interpreted as demeaning or inflammatory.
- Members are not permitted to post any racial, sexist, homophobic, anti-religious, threats of violence, harassment or any other comments of that nature to club members or non-members.
- Negative comments about officiating or any other member is not permissible.
- Confidential or proprietary club information or similar information of third parties, who have shared such information with you on behalf of the club, should not be shared publicly on these social media channels unless approved by the Club.
- A healthy dialog with constructive feedback is welcomed but refrain from engaging in dialogue that could disparage peers, executive members, fans, opponents, coaching staff and the club's supporters/community (social media fans).
- Be mindful that all posted content is subject to review in accordance with the club’s policies and rules.
- Refrain from reporting, speculating, discussing or giving any opinions on club topics or personalities that could be considered sensitive, confidential or disparaging.
- Be truthful: Make sure you have all the facts before you post. Cite and link to sources whenever possible to help build a community.
- Be respectful: Respect for the dignity of others and to the civil and thoughtful discussion of opposing ideas is critical. Feel free to respectfully disagree with a position but please do not propagate online confrontation as it reflects poorly.
- Be positive: if you would not say it in person, do not say it online.
- Allow comments: A good philosophy for comments is to encourage thoughtful discussion, debate and differing viewpoints, with the understanding that all comments made must be civil, respectful, and appropriate for your audience. If comments are lewd, libelous, incite violence or are otherwise hurtful or hateful speech directed at either individuals or groups, the club, who serves as account administrator, reserve the right to delete such comments.



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- Everything you post is public information: Any comments, text or photo placed online is completely out of your control the moment it is placed online – even if you limit access to your site. Information (including photos, videos, comments, and posts) may be accessible even after you remove it.
- What you post may affect your future: Many university school admissions officers, scouts, professional teams, national governing bodies, volunteer organizations and employers review social networking sites as part of their overall evaluation of an athlete, candidate or employee. Carefully consider how you want people to perceive you before you give them a chance to misinterpret your information (including photos, videos, comments and postings).
- Always think twice before posting: If you would not want your parents, friends, coaches etc. to read what you have posted then DON'T.
- Always remember that every time you post, it is PERMANENT: Even if something is deleted it remains on the internet somewhere by someone.

### *Monitoring and Consequences:*

- Violation(s) of these policies is subject to investigation and possible sanctions by the club. The Club also reserves the right to delete such comments
- Furthermore, subject to Disciplinary action under policies set by Ontario Soccer (or until such time that Ontario Soccer issues a Social Networking Policy). Temporary or permanent suspension from the team/club may also occur.