

SPORTING ARKANSAS SOCCER CLUB



SOCIAL MEDIA POLICY

Policy Overview and Purpose

Social media is changing the way we communicate. This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimizing potential risks and protecting those involved.

This policy contains Sporting Arkansas Soccer Club's (SASC) guidelines for the SASC community to engage in social media use. It also includes details of breaches of the policy. In circumstances where specific guidance about social media issues has not been given in this policy, use common sense and always err on the side of caution. If in doubt, don't do it.

Underlying Principles

This policy complements SASC's core values:

Our program strives to be the leader in ***teaching players about life lessons*** through ***positive character traits*** such as good sportsmanship, fair play, teamwork, personal responsibility, perseverance, respecting opponents and officials, innovation, and honor of the game.

Coverage

This policy applies to all persons who are involved in activities on behalf of SASC, whether they are in a paid or unpaid/voluntary capacity, and include:

- Coaches and assistant coaches;
- Support personnel, including directors, managers, and trainers;
- Employees and contractors; and
- Persons appointed or elected to SASC boards, committees and sub-committees.

This policy applies to these individuals for as long as they are associated with SASC in any capacity outlined above. This policy does not apply to SASC players, or parents or other relatives of players, not otherwise subject to this policy by participating in a capacity outlined above.

Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet. This social media policy applies to all platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine)
- Blogs and micro-blogging platforms
- Review sites
- Live broadcasting apps
- Podcasting
- Geo-spatial tagging
- Online encyclopaedias
- Instant messaging
- Online multiplayer gaming platforms
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy applies to any such social media accounts/tools that are used for purposes of conducting SASC business. This policy does not apply to social media accounts/tools that are strictly used for personal purposes. The SASC board of directors, in the course of investigating any alleged violations of this policy, in its sole discretion will determine whether a social media account/tool was and remained personal in nature, or whether the conduct and course of dealing with the account/tool, including the nature of the “followers”, renders it subject to this policy.

Use Common Sense

Whenever you are unsure as to whether the content you wish to share is appropriate, seek advice from others before doing so or, better yet, refrain from sharing the content. When using social media, the lines between public and private, and personal and professional, may be

blurred. Remember, you are an ambassador for SASC—do not post anything that might negatively impact SASC, its members or players.

Protecting Privacy

Where possible, privacy settings on personal social media platforms should be set to “private” or other settings to limit access. SASC players’ accounts should not be linked to your personal accounts in any way, including “follows”, “friends”, or other devices that allow your page to be viewed by players and/or associated with any player’s page. Exceptions, such as family and friends of the family, are made for this portion of the policy; however, you should always err on the side of caution when determining whether this exception may apply to your situation.

Be smart about protecting yourself and your privacy. When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts. Therefore, you should refrain from posting any content online that you would not be happy for everyone to see.

Respect Confidentiality and Sensitivity

When posting on social media, it is perfectly acceptable to talk about SASC, but you must maintain the privacy of SASC’s confidential information. Confidential information is that which is not publically accessible or widely known and includes things such as unpublished details about our players, teams, coaches, staff, board of directors and financial information.

When using social media, you should be considerate of others and must not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory. SASC members sign a general waiver at the beginning of the year that provides consent; however, some members opt out of this waiver. In the event a member opts out, you must not use any direct, clearly identifiable image of that person. You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behavior.

Discrimination, Sexual Harassment and Bullying

The SASC community reflects a diverse set of customs, values and points of view. **You must not post any material that is offensive, vulgar, profane, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.**

Dealing with Mistakes

If you make an error while posting on social media, be up front about the mistake and address it quickly. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately.

Reporting a Breach

If you notice online content or other social media material that may have been published in breach of this policy, you should report the circumstances immediately to SASC staff, a member of the board of directors, or through the Feedback and Resolutions page on the website, found here: <http://www.sportingarkansas.com/contactus>

Investigation of Alleged Breach

The SASC board of directors will investigate all reports of breaches of this policy. Where it is considered necessary, SASC may report a breach of this social media policy to police.

Consequences of Breach

Depending on the circumstances, breaches of this policy may result in consequences up to and including termination of the offender's affiliation with SASC.

Questions

For questions about this policy, please contact SASC through the Feedback and Resolutions page on the website, found here: <http://www.sportingarkansas.com/contactus>