



# VAUGHAN SOCCER CLUB INC.

## SOCIAL MEDIA POLICY

The Vaughan Soccer Club recognizes the importance of using social media services to improve communications with our community and club members. These services include, Facebook, YouTube, and Twitter, Google Calendar and multiple VSC Micro Sites and/or other social media tools not listed. It gives people access to immediate information and updates, conversations with VSC staff and rich multi-media experiences - depending on the social media service.

To ensure that these social media services are used in a positive matter, the VSC Club has developed the following guidelines:

- Any online postings must be consistent with VSC policies and guidelines and will apply to the VSC Board of Directors, technical trainers, coaches, managers, assistants, players, parents, volunteers, office staff and membership.
- The Vaughan Soccer Club reserves the right to post or remove club related social media content.
- VSC Board of Directors will need to approve all social media services or tools.
- The Vaughan Soccer initials, name, logo and/or visual identity cannot be used for personal social media without the VSC Board of Director approval.
- The purpose of using social media services is to support the VSC 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 VSC members or non-members
- Negative comments about officiating or any other member is not permissible
- Any Information, announcements and news will be approved by the Director of Communications (Working in partnership with ICWeb Solutions) or assigned VSC Board of Director.
- Confidential or proprietary club information or similar information of third parties, who have shared such information with you on behalf of the VSC, should not be shared publicly on these social media channels unless approved by the Director of Communications or assigned VSC Board of Director.
- A healthy dialog with constructive criticism can be useful 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 VSC Privacy Policy and Terms and Conditions.
- Please refrain from reporting, speculating, discussing or giving any opinion's on the VSC topics or personalities that could be considered sensitive, confidential or disparaging.
- The VSC encourages technical trainers, coaches, managers, assistants, players, parents, volunteers, office staff and membership, board members 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 Vaughan Soccer Club.



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## A few things to consider

- **Be genuine:** Social media is all about people connecting with people. Remember to humanize your social media interactions.
- **Be truthful:** Make sure you have all of 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:** A good rule of thumb: if you would not say it in person, don't say it online.
- **Encourage open conversation:** Listen to people and respond to as many comments as possible with constructive feedback.
- **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, libellous, incite violence or are otherwise hurtful or hateful speech directed at either individuals or groups, VSC who serve as account administrators reserve the right to delete such comments.
- **Everything you post is public information:** Any comments, text or photo placed online is completed out of your control the moment it is placed online – even if you limit access to your site. Information (including photos, videos, comments, and posters) 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 wouldn't 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.



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## **Monitoring and Consequences**

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

If you have any doubt about posting content on these social media sites, please consult the VSC Director of Communications or assigned Board of Director. 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.