



SOCIAL MEDIA POLICY

Yaguars Sports and Social Club (YSSC) recognizes the importance of social media as a tool for engaging its supporter base. This policy is designed to protect the interests and reputation of the YSSC and its stakeholders by ensuring directors, administrators, staff and players are equipped with the requisite knowledge and skills to appropriately use social media. Social Media should primarily be used for engagement, promotion, or awareness. It is also an invaluable communications tool to help drive and promote the programming offered by Yaguars Sports and Social Club .

Yaguars Sports and Social Club Media Policy includes, but is not limited to, the use of Twitter, Facebook, YouTube, Instagram, Snapchat, blogs, websites and any other public online forum. This policy applies to full time staff, part time staff, casual staff, directors, contractors, volunteers and Club members.

The Club is not seeking to restrict your use of social media but to create clear lines between private and Club material and set guidelines where material relates to the Club. If these tools are not used in an appropriate and respectful way, they may give rise to complaints. Yaguars Sports and Social Club has developed the following guidelines to help you to use social media tools in an effective way.

General Guidelines

- Only authorized personnel may speak on behalf of Yaguars Sports and Social Club . The club will maintain the official YSSC accounts and all staff, directors or volunteers wish to express or transmit Club material need to seek approval through the Office Manager. Directors, administrators and technical department staff and coaches who are unsure whether or not they are authorized to publish opinions or views of Yaguars Sports and Social Club should contact the Office Manager. If requested to participate in an online network, as a direct result of your affiliation with or participation at YSSC, YSSC recommends that you request approval from the Office Manager.
- Club Information must be released through Yaguars Sports and Social Club's official Club social media accounts before others can publish such information through their individual accounts.
- When using social media and where possible, identify yourself and state that any opinions are yours and do not represent those of Yaguars Sports and Social Club.
- Social Media should not be used for communicating confidential or competitively/commercially sensitive information.
- Social Media should not be used for the posting of photos of Yaguars Sports and Social Club events or individuals (including stakeholders) without the permission of Yaguars Sports and Social Club.
- Social Media should not be used for the posting or exchanging information that has the potential to embarrass or bring Yaguars Sports and Social Club or its related parties into disrepute. The use of social media to engage in improper conduct is expressly prohibited by YSSC.
- Refrain from divulging confidential information of a personal or team related nature. Avoid revealing business strategy that could provide another team or individual a competitive advantage. Furthermore, do not discuss injury information about any player. Only divulge information that is considered public.
- Comments or remarks of an inappropriate nature which are detrimental to a team, the Club or an individual will not be tolerated and will be subject to disciplinary action.
- Any language deemed to be inappropriate which may include but is not limited to: harassment, explicit or threatening language, sexual, racial or ethnic slurs or any type of cyber bullying directed at another player, coach, manager or parent is expressly prohibited by YSSC.
- Examples of actions that Yaguars Sports and Social Club deem inappropriate include: Comments that bring the game into disrepute or are ungentlemanly.
- Abuse of individuals by means of racist, sexist or ageist comments.
- Abuse of individuals by means of insult or threat.
- Abuse of players or officials in comments that are deemed personally insulting or damaging Any form of bullying, harassment or threats against players or officials.
- Photographs, video or comments promoting negative influences or criminal behavior, are prohibited by YSSC. These include but not limited to: drug use, alcohol abuse,

public intoxication, hazing, sexual exploitation.

- The Club has a zero tolerance for any infractions of this policy and actions seen to violate this policy shall be vigorously enforced. Should a specific incident occur, the Club will take specific corrective actions and may request for the content to be removed from social media with a retraction statement. Infringement of this policy can result in a verbal or written warning, suspension, expulsion or termination of your duties or employment from Yaguars Sports and Social Club . Yaguars Sports and Social Club will invoke disciplinary procedures depending on the severity of the incident.
- It is the expectation of YSSC that employees, contractors and volunteers will promptly advise the management of any facts or circumstances which may suggest a breach of the policy. This may include taking prompt action to remove the offending material if possible. Deleting an inappropriate posting, whilst advisable, does not necessarily prevent disciplinary action being taken.
- If you have any questions on any aspect of social media please feel free to connect with the Office Manager prior to engaging online.
- All members should also be aware that the inappropriate or unlawful use of social media may expose them to personal legal liability. YSSC will not be held liable for the acts and omissions of volunteers in breach of this policy.

General Advice

- Use common sense and good judgment - your statements could have an impact on you and Yaguars Sports and Social Club's reputation. Remember that what you post or publish will become public information.
- It should be recognized that social media comments are on the record and instantly published and available to the public and media. Everyone including Club and/or team personnel, players, corporate partners and the media can review social media communications. If you would not say something to a member of the media, do not publish it on any form of social media. You are accountable for your actions and what you communicate via social media. You should conduct yourself in an appropriate manner at all times.
- Respect your Audience: Canada is a multicultural and diverse society and it is important to be aware of and respect this diversity when posting online. Respect all ethnicities and always be conscious of how others will receive your message - remember your message is not bound by borders.
- Never post or comment on discipline issues, legal issues, media related issues or potential crisis issues without authorization. Media are constantly patrolling various social media sites and they won't hesitate to comment or even put your post on-air especially if it relates to a controversial subject. Please refer to the Communications Policy for information on authorized representatives to speak to the Media.
- You're responsible for your actions: You are responsible for your actions so always think about how your post will affect your organization and those above your organization such as Ontario Soccer, Canada Soccer or FIFA. Although individuals have a general right of freedom of speech, by virtue of your involvement in sport you are subject to certain limits on that right where your comments relate to matters governed by overseeing organizations.
- In addition, re-tweeting another person's posting may lead to disciplinary action if the original comment was inappropriate.
- Content posted on social media channels is permanent: Whether you're tweeting, blogging, posting or instagramming the content in which you put out on the internet via social media is permanent – even if you quickly remove your post, it could already be too late.
- In addition, what you say on Twitter may be viewed all around the world instantly even if you or your organization don't have many 'followers'. One 'retweet' by someone else could mean a comment is suddenly communicated to a far wider audience.
- Even if you are posting on a personal social media site, the public will associate you with the organization you work for or represent and therefore you'll be viewed as speaking on behalf of them even though you are not permitted to do so. Therefore be extremely mindful of what you are saying and about whom. This is extremely important to remember especially during time of crisis management.
- The policy will be updated and reviewed regularly as new technology and platforms emerge. As part of the induction process, staff can request assistance in setting up social media so that appropriate levels of privacy are activated.

Some guiding principles for communication between adults and minors include the following:

- Coaches and athletes are not permitted to "private message" each other through Social Media accounts such as Facebook, Instagram, Snap Chat, Twitter, or similar site or application.
- Electronic communications between adults and minors should always be Transparent, Accessible and Professional.

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- Coaches are encouraged to set their pages to “private” to prevent athletes from accessing the coach’s personal information. Depending on how social media is used and views being expressed, it may not be desirable or appropriate for athletes to follow a coach’s personal account.

Photography

- Yaguars Sports and Social Club recommends that individuals seek parental permission for any personal use of images in which children other than their own child would easily be recognisable.
- It is important to inform coaches, staff, managers, parents, players and spectators that there can be negative consequences to sharing images linked to information about their own or other people’s children on social media — and care should be taken about ‘tagging’.

Personal Communication Devices

- Yaguars Sports and Social Club asks that players, coaches and managers to refrain from utilizing personal communications devices within dressing rooms located within Yaguars Sports and Social Club , all indoor facilities and dressing room facilities located in any other location in which YSSC members are competing.
- The Club also asks that players, coaches and managers refrain from the use of personal communication devices while driving and ask that hands free devices be utilized while in your car or simply pull over to complete any calls which may be required.