



Waterloo Minor Soccer Club
Social Media and E-mail Policy

May 2020

As a part of the Waterloo Minor Soccer Club's ("WMSC" or "the Club") risk management process, the Club has established a Social Media and E-Mail policy that reflects the needs of all users.

WMSC 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 WMSC and its stakeholders by ensuring directors, administrators, staff, coaches, and players are equipped with the requisite knowledge and skills to appropriately use social media.

The Waterloo Minor Soccer Club Media Policy includes, but is not limited to, the use of Twitter, Instagram, Facebook, YouTube, blogs, websites, and any other public online forum. This policy applies to full-time staff, part-time staff, casual staff, directors, contractors, and volunteers. 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.

GENERAL GUIDELINES

- Only authorized personnel may speak on behalf of the Club. Staff who wish to express or transmit Club material need to seek approval from the Executive Director.
- Those who wish to express any reference in relation to WMSC must also have their social media accounts authorized by the Club's Executive Director.
- WMSC E-Mail accounts should be used only for business-related purposes; personal communication is prohibited.
- WMSC may monitor all messages without prior notice. However, the Club is not obligated to do so.
- All WMSC emails must be retained for at least 7 years as business records.
- Users are prohibited from automatically forwarding WMSC emails to a third-party email system. Individual emails that are forwarded must not contain any WMSC confidential information.

SPECIFIC GUIDELINES FOR AUTHORIZED USERS

- Club Information must be released through the Waterloo Minor Soccer Club's official Club social media accounts before others can publish such information through their individual accounts.
- Social Media should not be used for the posting or exchanging information that has the potential to embarrass or bring the Waterloo Minor Soccer Club or its related parties into disrepute.
- Social Media should not be used for communicating confidential or competitively/commercially sensitive information without the express permission of the Waterloo Minor Soccer Club.
- Social Media should not be used for the posting of photos of Waterloo Minor Soccer Club events or individuals (including stakeholders) without the permission of the Club.
- When using social media and where possible, identify yourself and state that any opinions are yours and do not represent those of the Waterloo Minor Soccer Club.
- The Club has the right to access any data lists you accumulate whilst working at the Waterloo Minor Soccer Club.



Waterloo Minor Soccer Club
Social Media and E-mail Policy

GENERAL ADVICE

- Use common sense and good judgment - your statements could have an impact on you and the Waterloo Minor Soccer Club's reputation. Remember that what you post or publish will become public information. 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.
- Directors, administrators, and technical department staff and coaches who are unsure whether or not they are authorized to publish opinions or views of the Waterloo Minor Soccer Club should contact the Executive Director

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.

PLAYERS, COACHES, AND MANAGERS

- The use of social media to engage in improper conduct is expressly prohibited by WMSC.
- 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 cyberbullying directed at another player, coach, manager, or parent is expressly prohibited by WMSC.
- 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 which may include a: verbal/written warning, suspension, or expulsion from the Waterloo Minor Soccer Club.

NON-COMPLIANCE

The Waterloo Minor Soccer Club will continue to monitor the use of its information technology system to ensure compliance with this policy. Employees who fail to comply with this policy may be the subject of disciplinary action including termination of employment.

It is the expectation of WMSC 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.

Volunteers should also be aware that the inappropriate or unlawful use of social media may expose the volunteer to personal legal liability. WMSC will not be held liable for the acts and omissions of volunteers in breach of this policy. In circumstances where a volunteer fails to comply with this policy, he or she may be asked to discontinue their association with the Waterloo Minor Soccer Club.