



## BC Soccer Policy

<b>Policy Type</b>	Governance Policy
<b>Created</b>	June 2022
<b>Revised</b>	-
<b>Reviewed</b>	Every 2 years
<b>Policy Name</b>	<b>Social Media Policy</b>

### Policy Statement

BC Soccer encourages the use of social media and this policy sets standards for use by its Board Members, Committee and Working Group Members, Staff and others representing BC Soccer to enhance effective internal communication, build the BC Soccer brand, and interact in a professional manner.

### Purpose

The purpose of the policy is to ensure appropriate standards for social media use are in place to protect the reputation of BC Soccer and foster a culture of positive social media use.

### Standards

- All Board Members, Committee and Working Group Members, Staff, and others representing BC Soccer at BC Soccer sanctioned activities must ensure their social media communications are appropriate and professional and must not:
  - Upload content to, or participate in, social media activities in the following situations:
    - Post explicit pictures and/or inflammatory language that can be linked to BC Soccer
    - Share any strategic, tactical, medical, or otherwise confidential information discussed in team or event management meetings
    - Criticize any provincial or national soccer association, coaches, athletes, officials, other team staff, volunteers and/or parents
  - Post opinions on social media on behalf of BC Soccer
  - Speak to the media or post on social media on behalf of BC Soccer
  - Post or comment on discipline issues, legal issues, media related issues or potential crisis issues without authorization to do so
- BC Soccer does not regulate, restrict, or direct the private or personal views or opinions of individuals.
  - When making a public comment, it is the responsibility of the individual to clearly indicate when the comments are personal or private views and opinions.

### Definitions

- **Social Media:** Means websites and applications that enable users to create and share content or to participate in social networking.
- **Other Representatives:** An individual who is not a BC Soccer Board or Staff Member that is assigned or appointed by a Board or Staff Member with the authority to do so, to represent the association in an official capacity.

### Guidelines

**Respect your Audience** - British Columbia is a multicultural and diverse society and it is important to be aware of and respect this diversity when posting online.

**Content posted on social media channels is permanent** - Whether you are tweeting, blogging or posting content on the internet, via social media it is permanent – even if you quickly remove your post, it could already be too late. In addition, what you say on social media may be viewed all around the world instantly even if you or your organization do not have many ‘followers’. One ‘retweet’ by someone else could mean a comment is suddenly communicated to a far wider audience. Deleting an inappropriate post, while advisable, does not necessarily prevent disciplinary action being taken.

**Applicable Operational Procedures**

N/A

**Compliance to BC Soccer Governing Documents**

In accordance with BC Soccer’s *“Bylaws 3.4.a.ii”* all member organizations must comply with the applicable Bylaws, Rules and Regulations, Judicial Code and Policies, other Policies, decisions and directives of BC Soccer and the statutes, bylaws, regulations, directives and decisions of Canada Soccer, FIFA at all times

**-End-**