



## **SOCIAL MEDIA AND NETWORKING POLICY**

### **1. INTRODUCTION**

For the purpose of this Social Media and Networking Policy, the policy will encompass public communications through such internet mediums and websites as Twitter, Facebook, Instagram, LinkedIn, Foursquare, Snapchat and any other social media network that allows users to communicate online.

The policy will be applicable to all members of the Thunder Bay Minor Football Association Community, including Executive Members, coaches, team managers and players.

Thunder Bay Minor Football Association recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. Thunder Bay Minor Football Association also respects the right of all Teams and Association personnel to express their views publicly. At the same time we must be aware of the dangers social media and networking can present.

The purpose of this policy is to educate the Thunder Bay Minor Football Association Community on the risks of social media and to ensure all Teams and Association personnel are aware that conduct deemed to be inappropriate may be subject to disciplinary action by the Thunder Bay Minor Football Association

### **2. SOCIAL MEDIA GUIDELINES**

- a) Thunder Bay Minor Football Association holds the entire Thunder Bay Minor Football Association Community who participates in social media and networking to the same standards as it does for all other forms of media including radio, television and print.
- b) Comments or remarks of an inappropriate nature which are detrimental to a Team, the Association or an individual will not be tolerated and will be subject to disciplinary action.
- c) It should be recognized that social media comments are on the record and instantly published and available to the public and media. Everyone including Association and/or Team personnel, players, corporate partners and the media can review social media communications. You should conduct yourself in an appropriate and professional manner at all times.
- d) Refrain from divulging confidential information of a personal or team related nature. Avoid revealing business or game 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.
- e) Use your best judgment at all times – pause before posting. Ultimately, you are solely responsible for your comments and they are published for the public record.
- f) If requested to participate in an online network, as a direct result of your affiliation with or participation in Thunder Bay Minor Football Association, the Thunder Bay Minor Football Association recommends that you request approval from the Executive.

### **3. SOCIAL MEDIA VIOLATIONS**

The following are examples of conduct through social media and networking mediums that are considered violations of the Thunder Bay Minor Football Association Social Media and Networking Policy and may be subject to disciplinary action by the Thunder Bay Minor Football Association:

- a) Any statement deemed to be publicly critical of Association, officials or detrimental to the welfare of a member Team, the Association or an individual.
- b) Divulging confidential information that may include, but is not limited to the following:
  - ⌚ player injuries;
  - ⌚ game strategies; or
  - ⌚ any other matter of a sensitive nature to a member Team, the Association or an individual.
- c) Negative or derogatory comments about any of the Team, and/or Thunder Bay Minor Football Association staff, programs, stakeholders, players or any member of a Thunder Bay Minor Football Association Team.
- d) Any form of bullying, harassment or threats against players or officials.
- e) Photographs, video or comments promoting negative influences or criminal behavior, including but not limited to:
  - ⌚ drug use,
  - ⌚ alcohol abuse,
  - ⌚ public intoxication,
  - ⌚ hazing,
  - ⌚ sexual exploitation, etc.
- f) Online activity that contradicts the current policies of Thunder Bay Minor Football Association or any of its member Associations.
- g) Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with the Thunder Bay Minor Football Association policies and regulations on these matters.
- h) Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

### **4. DISCIPLINE**

The Thunder Bay Minor Football Association will investigate reported violation(s) of this policy in the manner set out by the Thunder Bay Minor Football Association. If the investigation determines that a violation has occurred, the Thunder Bay Minor Football Association will impose an appropriate suspension. Any appeal of the suspension will be dealt with as set out by the Thunder Bay Minor Football Association for other types of suspensions.

### **5. SUMMARY**

When using social media and networking mediums, the Thunder Bay Minor Football Association community should assume at all times they are representing Thunder Bay Minor Football Association and/or its member Associations or Teams. All members of the Thunder Bay Minor Football Association community should remember to use the same discretion with social media and networking as they do with other traditional forms of media.