

# MCLEAN YOUTH SOCCER

**POLICY NUMBER: 108**

**POLICY TOPIC: SOCIAL MEDIA AND ELECTRONIC COMMUNICATION POLICIES**

**APPROVED: April 20, 2020**

## **OVERVIEW**

For purposes of this policy, the terms “online media” and “social media” refer to internal and external websites, blogs, online social networks (e.g., Facebook, Twitter, LinkedIn), wikis, video and photo sharing sites (e.g., YouTube, SKYPE and Flickr, Instagram, Snapchat), and other forms of personal online publishing and discourse as well as text messaging, email and individual telephonic communications.

Even when using social media for purely personal purposes, a person’s public expressions might affect their professional identity and the organizational interests of MYS and our members. Accordingly, MYS board members, coaches, players, parents, staff, contractors, and volunteers (“MYS Representatives”) participating in social media must ensure that their participation is consistent with MYS policies. The activities of MYS representatives not directly related to MYS work that may affect the organization's reputation, the MYS representative's job performance, or the safety of MYS players or personnel are within the scope of this policy.

All MYS Representatives must be familiar with and adhere to this policy, regardless of whether they personally use social media, and must share this policy with parents and players as appropriate.

## **INTERNET AND COMMUNICATION POLICIES**

1. All social media communications must be public, and all communications on or through them must be public. Being “public” means no private channels. For example, private Facebook groups, direct messaging or private invitations to personal Facebook pages, invite-only YouTube channels, or Twitter, direct messaging to individual players, and the like **shall not** be permitted between coaches and players.
2. Except as addressed below, there should be no private messages and no one-on-one direct contact through Facebook messages, Twitter, direct messaging, Skype, chats, instant messaging (including but not limited to Google Messenger, AIM, and the like) or other similar messaging features provided through social media sites.
3. A coach may respond to a direct inquiry via text message or email from a player regarding practice logistics, cancellations, schedules, etc.

4. Coaches and team representatives should only use text messages and email in communicating with players on issues that are soccer related, and all communications should include a parent or guardian copied on the message when possible.
5. MYS Representatives, excluding volunteer coaches, may not be "friends" on Facebook with any MYS player.
6. Coaches and other MYS staff must use MYS email addresses for all MYS-related business, including but not limited to communications with parents and players, and may not be used for non-MYS related purposes. MYS reserves the right to review any and all information or communications conducted using an MYS email address.
7. MYS Representatives must respect the privacy of players and other MYS Representatives when posting photos or videos online. Parental or guardian authorization must be obtained before posting any photos or videos online that include images of MYS players. **[Does MYS have a blanket permission form as part of registration regarding social media?]**

#### **REPORTING, INVESTIGATION AND RESOLUTION OF SUSPICIOUS INTERNET AND ELECTRONIC COMMUNICATIONS**

1. All suspicious online activity or electronic communications should be reported to the MYS Executive Director.
2. The Executive Director shall notify the executive committee of the MYS Board of Directors of any such reports. The executive committee shall investigate such reports and take such actions as it deems appropriate or as directed by legal counsel or law enforcement, including notification of third parties such as Virginia Youth Soccer.
3. Upon conclusion of the investigation, the Executive Director and executive committee, acting on the advice of Virginia Youth Soccer, shall make a determination regarding future participation of the individuals involved in club activities. In the event of suspension or termination of an MYS Representative, the Executive Director shall provide a means of appeal of the decision as required by the VYS KIDSAFE policies.
4. Violations of this policy may result in disciplinary action including and up to termination of employment.