

# BCCSL POLICY REGARDING SOCIAL MEDIA

## Social Media Guidelines

### **1. Respect your Audience**

It is important to be aware of and respect our multicultural and diverse society when posting online. Respect everyone and always be conscious of how others will receive your message.

2. Never post or comment on discipline issues, legal issues, media related issues or potential crisis issues without authorization to do so.

**Clubs and Districts should delegate a “spokesperson” for controversial subject matter.**

### **3. Be Transparent**

Transparency is extremely important. If you post incorrect information try to be the first to correct it and never intentionally omit information or cover up an issue.

4. **Use your common sense** when posting.

### **5. 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 BC Soccer, Canada Soccer or FIFA.

In addition, re-tweeting another person’s posting may lead to disciplinary action if the original comment was improper.

### **6. 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.

### **7. Others will associate you with your organization**

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. Be extremely mindful of what you are saying and about whom. This is extremely important to remember especially during time of crisis management.

Members may be disciplined if inappropriate behavior is proven and sanctions range from a formal warning to a suspension from all soccer related activities, depending on the seriousness of the incident. Inappropriate actions 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

For additional input see BCSA Social Media Guideline –

<http://www.bcsoccer.net/files/AboutUs/BylawsRulesRegsPolicies/Membership%20Social%20Media%20Policy%20Final%20-%20March%202015.pdf>