

LC Operations Manual

14.12 SOCIAL MEDIA

- 14.12.1 LC recognizes the vital importance of participating in online conversations and are committed to ensuring that we participate in online social media the right way. The *Social Media Guidelines* has been developed to help empower members to participate in this connected world and represent our Association by sharing the vision and mission of our organization and the story of our historic game. The Association encourages all MAs, Teams, Players, Coaches, Trainers, other Team Personnel, Officials, volunteers, parents and/or guardians of LC players to explore and engage in social media communities at a level at which they feel comfortable. Approach online worlds in the same way one does the physical one -- by using sound judgment and common sense, by adhering to the Association's values, and by ensuring that all the Association's Policies and Procedures are not breached. Social media enables people and organizations to share opinions, insights and experiences on the web using tools to connect, interact and maintain and develop relationships. Social media is about connecting and engaging with members, fans, followers and supporters.
- 14.12.2 LC expects that all members are aware of and respect LC *Social Media Guidelines* (Appendix 25.15)
- 14.12.3 If anyone is found to be in violation of the guidelines to the extent that it is damaging to LC, it will be handled using the provisions of Section 6. Non-compliance with this policy may be considered as misconduct, harassment, discrimination, or in certain circumstances contravention of the law. Those who fail to comply with the guidelines may be disciplined.