



# ALBERTA SOCCER ASSOCIATION

## LEAD, GOVERN AND EVOLVE

11759 Groat Road  
Edmonton, AB T5M 3K6



### ASA Social Media Policy

#### Definitions

1. The following term has this meaning in this Policy:
  - a) **Individuals** – Refers to all categories of individual members and/or registrants defined in the Bylaws of the Organization who are subject the policies of the Organization, as well as all people employed by, contracted by, or engaged in activities with, the Organization including, but not limited to, employees, contractors, Athletes, coaches, instructors, officials, volunteers, managers, administrators, committee members, parents or guardians, spectators, and Directors and Officers
  - b) **Social Media** – The catch-all term that is applied broadly to new computer-mediated communication media such as but not limited to texting, blogs, Facebook, Instagram, Snapchat, TikTok, Tumblr, Twitter, and YouTube

#### Purpose

2. The Organization is aware that Individual interaction and communication occurs frequently on Social Media. The Organization cautions Individuals that any conduct falling short of the standard of behaviour required by this *Social Media Policy* and the *Code of Conduct and Ethics* may be subject to the disciplinary sanctions identified within the *Discipline and Complaints Policy*.

#### Application of this Policy

3. This Policy applies to all Individuals.

#### Conduct and Behaviour

4. The following conduct and behaviour occurring on Social Media may be the subject of a complaint pursuant to the *Discipline and Complaints Policy*:
  - a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an Individual, at the Organization, or at other individuals connected with the Organization
  - b) Posting a picture, altered picture, or video on a social medium that is harmful, disrespectful, insulting, or otherwise offensive, and that is directed at an Individual, at the Organization, or at other individuals connected with the Organization
  - c) Creating or contributing to a Facebook group, webpage, Instagram account, Twitter feed, blog, or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about the Organization, its stakeholders, or its reputation
  - d) Any instance of cyber-bullying or cyber-harassment between one Individual and another Individual, where incidents of cyber-bullying and cyber-harassment can include, but are not limited to, the following conduct on any social medium, via text message, or via email: insults, negative comments, vexatious or unwelcome behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour

#### Individuals' Responsibilities



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5. Individuals acknowledge that their Social Media activity may be viewed by anyone, including the Organization or other Individuals.
6. If the Organization unofficially engages with an Individual through Social Media (such as by retweeting a tweet or sharing a photo on Facebook) the Individual may, at any time, ask the Organization to cease this engagement.
7. When using Social Media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with the Organization.
8. Removing content from Social Media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to the *Discipline and Complaints Policy*.
9. An Individual who believes that another Individual's Social Media activity is inappropriate or may violate the policies and procedures of the Organization should report the matter in the manner outlined by the *Discipline and Complaints Policy*.