



Definitions

The following terms have these meanings in this Policy:

- a) “Social Media” – Any digital platform or application used for content sharing, communication, or networking, including but not limited to Instagram, Facebook, X (formerly Twitter), TikTok, YouTube, Snapchat, LinkedIn, blogs, forums, messaging apps, and emerging platforms.
- b) “FCR-Branded Social Media” – Official social media channels representing FC Regina, including but not limited to the club website, email communications, and all official social media accounts (current and future).
- c) “Representative” – All individuals acting on behalf of FC Regina, including staff, administrators, athletes, coaches, team managers, referees, volunteers, committee members, directors, and contractors.

Purpose

FC Regina recognizes social media as an important tool for communication, promotion, and community engagement. This Policy establishes clear expectations for responsible, respectful, and safe use of social media by Representatives, ensuring alignment with club values, safeguarding standards, and applicable laws.

Application of this Policy

This Policy applies to all Representatives in both professional and personal use of social media where their affiliation with FC Regina is identified or implied.



Guiding Principles

All Representatives are expected to:

- Act in a manner that reflects the values and reputation of FC Regina
- Demonstrate respect, inclusion, and sportsmanship
- Protect the privacy and safety of all participants, especially minors
- Use sound judgment and professionalism in all online interactions

Standards of Conduct

In their capacity as FC Regina Representatives, individuals will not:

- a) Use social media for illegal activity or any conduct that violates Canadian law, FC Regina policies, or governing body regulations
- b) Misrepresent their identity, impersonate others, or falsely claim to speak on behalf of FC Regina
- c) Post or share content that is:
 - Offensive, abusive, discriminatory, harassing, or hateful
 - Sexually explicit or inappropriate
 - Defamatory or damaging to individuals or the organization
 - In violation of privacy rights
- d) Share confidential or proprietary information related to FC Regina, including internal communications, player information, or operational details
- e) Engage in public disputes, arguments, or negative commentary involving players, officials, teams, or members



Personal Social Media Use

Representatives are responsible for their personal social media activity.

- When identifying as affiliated with FC Regina, Representatives must ensure their content aligns with club values
- Representatives should avoid discussing internal club matters, conflicts, or sensitive topics publicly
- Personal opinions should be clearly identified as such and not presented as official club positions

Communication & Interaction Guidelines

With Athletes (Safeguarding)

- Communication with minor athletes must remain appropriate, transparent, and professional
- Whenever possible, include a parent/guardian or use team-based communication platforms (e.g., RAMP, email groups)
- Direct/private messaging with minors should be limited and only used when necessary for soccer-related communication

With Parents/Guardians

- Maintain respectful, clear, and professional communication
- Avoid engaging in public disputes; direct concerns to appropriate club channels



Team-Specific Social Media

Coaches, managers, or teams creating team-specific accounts must:

- a) Comply fully with this Policy and FC Regina Codes of Conduct
- b) Obtain informed consent from parents/guardians before posting images, videos, or personal information of athletes
- c) Ensure content is appropriate, inclusive, and representative of the club
- d) Include a reference or link to FC Regina's official website or accounts
- e) Ensure at least two approved team staff have access (for continuity and oversight)

Content & Media Guidelines

- Ensure all content is accurate and appropriate before posting
- Respect copyright laws—only use images, videos, and music with proper rights or permission
- Give proper credit to photographers, partners, and content creators where applicable
- Avoid posting sensitive moments such as injuries, disciplinary actions, or private discussions



Moderation & Response Management

- Representatives managing FCR-branded accounts should monitor content regularly
- Inappropriate or harmful content may be removed at the discretion of FC Regina
- Responses to negative or controversial content should be:
 - Professional
 - Timely
 - Aligned with club messaging

When unsure, Representatives should escalate to FC Regina leadership or communications staff before responding.

FC Regina Responsibilities

FC Regina will:

- a) Provide guidance and oversight for official social media use
- b) Ensure appropriate training and support for Representatives managing accounts
- c) Monitor FCR-branded platforms to maintain a safe and respectful environment
- d) Take appropriate action when this Policy is violated



Enforcement

Failure to comply with this Policy may result in disciplinary action in accordance with FC Regina policies, including:

- Removal of posting privileges
- Internal discipline measures
- Suspension or termination of role
- Further action as required by governing bodies or law