



# *Futbol Club Regina*

## **SOCIAL MEDIA USE POLICY**

### Definitions:

The following terms have these meanings in this Policy:

- a) “Social media” – The catch-all term that is applied broadly to new computer-mediated communication media such as blogs, YouTube, Facebook, Snapchat and Twitter;
- b) “FCR-branded social media” – Official social media engagement by the FCR including the FCR website, FCR email, FCR’s Facebook page(s), Twitter feed, photo sharing accounts, YouTube channels, blogs, message boards, or other social media engagement (both those that exist currently and those that will be created by the FCR in the future);
- c) “Representative” – All individuals employed by, or engaged in activities on behalf of FCR. Representatives include, but are not limited to, staff, administrators, athletes, coaches, team managers, conveners, tournament hosts, directors and officers of the FCR, committee members, and volunteers.

### Purpose

FCR encourages the use of social media by its representatives to enhance effective internal communication, build the FCR brand, and interact with members, registered participants, and others. Since there is so much ambiguity in the use of social media, FCR has created this policy to inform boundaries and standards for representatives social media use.

### Application of this Policy

This Policy applies to all Representatives.

### Representatives’ Responsibilities

In their capacity as FCR representatives, FCR representatives will not:

- a) Use social media for the purpose of fraud or any other activity that contravenes the laws of Canada, the FCR’s Codes of Conduct, or any other applicable jurisdiction;
- b) Impersonate any other person or misrepresent their identity, role, or position with FCR;
- c) Display preference or favoritism with regard to athletes, coaches, or other members;
- d) Upload, post, email, or otherwise transmit:

- i. Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive or another person's privacy, or otherwise objectionable;
- ii. Any material which is designed to cause annoyance, inconvenience, or needless anxiety to others;
- iii. Any material that infringes on the patent, trademark, trade secrets, copyright, or other proprietary right of any other party;
- iv. Any material that is considered FCR's confidential information or intellectual property.

Representatives shall refrain from discussing matters related to FCR or its operations on Representatives personal social media. Instead, matters related to FCR or its operations should be handled through more official communication channels (like email) or through FCR-branded social media.

Representatives shall use their best judgment to respond to controversial or negative content posted by other people on FCR-branded social media. In some cases, deletion of the material may be the most prudent action. In other cases, responding publicly may be preferred. If a representative questions the correct action to take, the representative shall consult with another representative, who has more decision-making authority at FCR.

Representatives shall use a clear and appropriate writing style.

Coaches and team managers must use their best judgement, when using their personal social media to interact with athletes and parents/guardians of athletes. FCR does not prescribe social media rules for coaches and team managers, but instead trusts and encourages coaches and team managers to develop their own social media strategy (following the FCR's Codes of Conduct) for communication with athletes and parents/guardians of athletes.

Athletes must use their best judgement, when using their personal social media to interact with coaches and other athletes. FCR does not prescribe social media rules for athletes, but instead trusts and encourages athletes to develop their own social media strategy (following the FCR's Codes of Conduct) for communication with coaches and other athletes.

Coaches and team managers, who create external team-specific websites, Facebook pages, or other team-specific social media must abide by the following conditions:

- a) Coaches and team managers must follow this Policy, when posting material;
- b) Coaches and team managers must obtain consent before posting personal information or pictures of athletes;
- c) Team-specific websites or Facebook pages must contain a hyperlink to the FCR website.

### FCR Responsibilities

FCR will:

- a) Ensure that Representatives only use FCR-branded social media in a positive manner when connecting with others;
- b) Properly vet and understand each social medium, before directing Representatives to engage with, or create, FCR-branded social media;
- c) Monitor Representatives' use of FCR-branded social media.

### Enforcement

Failure to adhere to this Policy may permit discipline in accordance with the FCR's Discipline Code, legal recourse, or termination of employment/volunteer position.