



Halifax Dunbrack Soccer Club

SOCIAL MEDIA POLICY

POLICY STATEMENT

Halifax Dunbrack Soccer Club (HDSC) encourages the use of social media and this policy sets standards for use by its Coaches, Managers, Players, Board Members, Staff and others volunteers representing HDSC.

PURPOSE

This policy is designed to help guide appropriate social media communications by all HDSC members. All members should assume they are always representing HDSC and should ensure they do so in a respectful manner and in line with our *Code of Conduct*. This policy applies to all members of HDSC including players, coaches, managers, staff, and all volunteers.

This policy also includes communications between coaches and athletes using digital mediums.

For the purpose of this policy, Social Media encompasses ALL social media platforms including Instant Messaging apps.

WHY THIS POLICY IS IMPORTANT

While HDSC encourages online media promotion, paid staff, volunteers, players, and members must adhere to the following when using social media:

- Disclosing confidential club information is prohibited, including but not limited to member information, personal details about players and members, or matters pertaining to compensation, corrective action, incidents, or internal conflicts.
- Insults, derogatory comments, and harassing or offensive language will not be tolerated.
- Avoid negative or antagonistic comments pertaining to other clubs, players, members, or referees.
- Refrain from sharing photos of HDSC members unless written approval has been obtained from a member of the HDSC Board Executive or Administrative Lead.
- Report any infractions of this Policy to the HDSC office.

PROCEDURE

Communications between Coaches/staff/management and athletes

All electronic communications (email/text etc.) with athletes must follow the same policies as in person communication including:

- All electronic communication must not only be clear and direct, but no hidden meanings, innuendo, and expectations.
- All electronic communications should be considered part of the organization's records.
- Another coach or parent must be included on all communications. (*Rule of Two Policy*)



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- All electronic communication should be conducted professionally. This includes word choices, tone, grammar and subject matter and models the standards and integrity of the club.
- Deleting any messages that fall within the terms of this Policy.

Direct and private messaging on social media platforms is restricted. All communications must be in person (preferred) or via email/text and must follow the *Rule of Two Policy*. The following is considered a violation of this policy:

- Engaging in social media or text conversations with players under the age of 18, unless *The Rule of Two Policy* is followed
- Initiating or accepting friend requests from players under the age of 18

Social Media

The HDSC respects the rights of its members to express their views publicly. This policy is covering the risk associated with social media that could result in disciplinary action if those interactions violate HDSC's code of conduct.

Posts, comments, remarks, videos, photos etc. of an inappropriate nature which are detrimental to the Sport, Club, Team, player, coach, official will not be tolerated and will be subject to disciplinary action.

All members should always conduct themselves in an appropriate and professional manner including but not limited to:

- Refrain from divulging confidential information of a personal or team related nature.
- Avoid revealing business or game strategy that could provide another team or individual a competitive advantage.
- Furthermore, do not divulge injury information about any player.
- Posting or sharing inappropriate comments pertaining to the technical, operational, or managerial functions of the Club and its activities.
- Posting or sharing inappropriate comments about players, parents/guardians, officials, HDSC members, and opposing club members.

Always use your best judgment when communicating in social media. Pause before posting.

Examples of social media violations include but are not limited to:

- Any form of bullying, harassment or threats against players, coaches, or officials
- Inappropriate, derogatory, racist, or sexist comments of any kind
- Misrepresentation of facts or truth
- Negative or derogatory comments about any member of a team, Club, officials, programs, coaches, another sport etc.



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- Divulging confidential information
- Any statement deemed to be publicly critical of the Club's officials or to the welfare of a member, team, club or an individual.

Team Travel

In accordance with HDSC *Team Travel Policy*, when traveling with a team or participating in fundraising events, all players must adhere to this social media policy. Use of cell phones and other electronic devices is not permitted at team meals, team meetings, in the dressing room, during games or any other time as determined by the coaching staff.

HDSC will investigate reported violations of this policy in the manner set out in the *conflict policies* and will impose appropriate disciplinary actions. Violations of this Policy may be grounds for immediate disciplinary action, up to and including termination, as per the *HDSC Disciplinary Policy*.

Related Documents

Code of Conduct Policy
Team Travel Policy
Conflict Resolution Policy
Rule of Two Policy