



Lakewood Soccer Association, Inc.

SOCIAL MEDIA POLICY

Effective Date: March 14, 2021

Lakewood Vision: We are an engaged community of diverse people, building champions in sport and in life

Lakewood Mission: We are committed to providing opportunities for players and coaches to reach their full potential in a safe, inclusive and fun environment while being part of the greater Saskatoon community

Lakewood Values

- Humility. We are modest and humble
- Effort. We are determined and tireless
- Attitude. We are positive and optimistic
- Respect. We are ethical and honest
- Team. We work, play and win together. As Lakewood Soccer

The Lakewood Soccer Association (LSA) does not discriminate on the basis of gender, race, national origin or religious affiliations. We seek to place athletes, with similar desires and objectively assessed abilities, together to maximize their enjoyment and development.

Lakewood follows the Saskatchewan Soccer Association (SSA) Social Media Policy located in the [SSA Policy Section 13 - Risk Management Policy](#) pages 41-46.

Definitions

The following terms have these meanings in this Policy:

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

Preamble

LSA recognizes the importance of the Internet in contributing to shaping the public's perception of our organization. LSA also recognizes the importance of our Board members, Staff, Coaches, Volunteers, committee members and players in leading and setting the tone of social media interactions in a manner that advances LSA's mission and goals.

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

1.0 Policy Statement

- 1.1 This purpose of this policy is intended to help LSA Representatives make appropriate decisions about the use of social media such as blogs, vlogs, social networking websites, message boards, or comments on internet mediums such as Twitter, Facebook, LinkedIn, Instagram or any other electronic network that allows users to communicate electronically.
- 1.2 This policy outlines the standards we require LSA's representatives to observe when using social media, the circumstances in which we will monitor their use of social media and the action we will take in respect of breaches of this policy.
- 1.3 LSA encourages the use of social media by its representatives to enhance effective internal communication, build the LSA brand, and interact with members, registered participants, and others. Since there is so much ambiguity in the use of social media that LSA has created this policy to inform boundaries and standards for representatives' social media use.
- 1.4 Representatives shall refrain from discussing matters related to LSA or its operations on Representatives' personal social media. Instead, matters related to LSA or its operations should be handled through more official communication channels (like email) or through LSA- branded social media.
- 1.5 Representatives shall use their best judgment to respond to controversial or negative content posted by other people on LSA-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 LSA.
- 1.6 Representatives shall use a clear and appropriate writing style.
- 1.7 Coaches and team managers must use their best judgement, when using their personal social media to interact with athletes and parents/guardians of athletes. LSA 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 (informed by the SSA Codes of Conduct) for communication with athletes and parents/guardians of athletes.
- 1.8 Athletes must use their best judgement, when using their personal social media to interact with coaches and other athletes. LSA does not prescribe social media rules for athletes, but instead trusts and encourages athletes to develop their own social media strategy (informed by the SSA Codes of Conduct) for communication with coaches and other athletes.
- 1.9 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 LSA website.

2.0 Commenting

2.1 LSA welcomes comments from its members and the public and expect that conversations will be respectful on both sides. We do not discriminate against any views, but we reserve the right to edit or remove any comments that are:

- obscene, defamatory, threatening, harassing, racist, sexist, homophobic, slanderous, insulting, life-threatening, discriminatory or hateful;
- serious, unproven, unsupported, or inaccurate accusations against individuals or organizations including LSA;
- abusive, aggressive, coarse, explicit, vulgar, violent, obscene or pornographic;
- personal attacks and/or defamatory statements;
- encourage or suggest illegal activity;
- disrespectful of the privacy of others;
- solicitations, advertisements, or endorsements of any financial, commercial or non-governmental agency;
- repetitive posts copied and pasted by one or multiple users;
- unintelligible or irrelevant messages;
- posted anonymously or by robot accounts, or not sent by the author; and
- too far off-topic; and
- any other message LSA believes is inappropriate or does not add to the conversation.
- All posts posted to or tagged to LSA must be compliant with all local law and health guidelines.

2.2 In their capacity as LSA representatives, LSA representatives will not:

- Use social media for the purpose of fraud or any other activity that contravenes the laws of Canada, SSA Codes of Conduct or any other applicable jurisdiction;
- Impersonate any other person or misrepresent their identity, role or position with LSA;
- Display preference or favoritism with regard to athletes, coaches or other members;
- Upload, post, email or otherwise transmit any material that infringes on the patent, trademark, trade secrets, copyright or other proprietary right of any other party. Or any material that is considered LSA's confidential information or intellectual property.

3.0 LSA Responsibilities

3.1 LSA will ensure that Representatives only use LSA-branded social media in a positive manner when connecting with others;

3.2 LSA will properly vet and understand each social medium, before directing Representatives to engage with, or create, LSA-branded social media;

3.3 LSA will monitor Representatives' use of LSA-branded social media.

Users who act contrary to these terms of use may be temporarily or permanently banned from LSA's social media channels.

If you have questions about the social media policy contact the Lakewood President at president@lakewoodsoccer.com