



Morinville Minor Soccer Club

TITLE: Social Media

POLICY # 17

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Version No.	Effective Date	Significant Changes
1	July 14, 2020	None

1.0 Purpose

This policy governs the publication of and commentary on social media by volunteers, Board Members and Members of MMSC. For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, social networking sites such as Facebook, LinkedIn, Twitter, and YouTube.

2.0 Policy

Since our site is a public space, as representatives of the Morinville Minor Soccer Club, we expect you to be respectful of the Morinville Minor Soccer Club plus their respective competitions, officials, volunteers, team staff and athletes. During the course of participation in the MMSC's program, including training, travel and competition, members are to refrain from uploading content to, or participating in, social media activities in the following situations; including but not limited to:

- a) Posting explicit pictures and/or inflammatory language that can be linked to the program, staff, volunteers, athletes and/or competitions.
- b) Before, during, or after a match, training session or team meeting when strategic, tactical, or medical information is discussed.
- c) Criticism of any provincial or national soccer association, coaches, athletes, officials, other team staff, volunteers and/or parents/guardians.

2.1 Media

Any requests for media should be brought to the attention of your Head Coach before providing comment. MMSC does not regulate, restrict, or direct the private or personal views or opinions of individuals. When making public comment, it is the responsibility of the individual to clearly

indicate when the comments are being made in an official capacity on behalf of MMSC, or alternatively, when the comments are personal or private views and opinions.

2.2 Unacceptable Conduct on Social Media

Morinville Minor Soccer Club is committed to respectful behavior and conduct both on and off the field, and works to eliminate any disrespectful conduct and discriminatory practices including abuse, neglect and harassment.

Unacceptable conduct is not condoned by Morinville Minor Soccer Club, personal or other social media channel or account. This includes conduct by Board members, volunteers, players, officials, or any member of MMSC.

The following examples of unacceptable conduct are considered contrary to MMSC's social media guidelines and subject to disciplinary action:

- Bullying, harassment, intimidation or threats of any type.
- Making negative or derogatory comments about, or statements deemed detrimental to the welfare of, any individual or group.
- Divulging confidential information or any other matter of a sensitive nature.
- Posting photographs, video or comments promoting negative influences or criminal behavior, including but not limited to drug use, alcohol abuse, public intoxication, hazing, and sexual harassment.
- Undertaking activity that contradicts the current policies of MMSC.
- Undertaking activity that is meant to alarm other individuals or to misrepresent fact or truth.

When unacceptable conduct is discovered on social media by staff, volunteers or program areas directly controlled by MMSC, details of the unacceptable conduct will be provided for review to the appropriate Executive Board Committee.

MMSC's preference is to educate, inform and help develop positive habits when unacceptable or inappropriate comments or posts occur on its social media channels. When required, disciplinary action or sanction will be assessed toward the individual making the unacceptable posts. Depending on the nature of the infraction, discipline or sanction can include the individual being banned or blocked from Morinville Minor Soccer Club's social media channels, suspension from MMSC or being relieved of employment or volunteer status, to the RCMP or other authorities being involved.

2.3 Process and Procedure

When a situation of unacceptable conduct on social media is identified involving Board Members, volunteers or program areas directly controlled by MMSC, the following process will occur:

1. Acknowledgement: the allegation will be acknowledged by MMSC Executive Board.
2. Investigation: a thorough investigation will be conducted, with findings to MMSC's Executive Board Committee. During the period of the investigation, if the unacceptable conduct occurred on a MMSC's social media channel, the individual will be blocked from having access to post on those channels.

3. Hearing: if the investigation determines sufficient evidence to proceed, the individual will be notified and given the opportunity to present evidence in his/her defence.
4. Sanctions: based on the evidence presented at the hearing, a determination will be made on whether sanction is required.
5. Appeal: the individual may appeal the sanction, using the specified appeal process.
6. Document retention: if/when an appeal is heard, all final decisions and other applicable information will be stored according to MMSC's document retention policy.

NOTE: Where the unacceptable conduct involves abuse, neglect or harassment of any type, and MMSC has a reasonable belief such unacceptable conduct has occurred, the matter may be turned over to the RCMP or other appropriate external authorities.

2.4 Social Media Guidelines – Morinville Minor Soccer Club Officials

These guidelines are applicable to all members of the MMSC including board members, members, coaches, athletes, officials, other team staff, volunteers and/or parents/guardians.

The guidelines include communications through all social media channels, electronic messaging (such as texting), Internet, media and websites.