



Winnipeg Phoenix Football Club

POLICIES AND PROCEDURES

SOCIAL MEDIA PROCEDURE

1. Purpose of This Procedure

This Procedure governs the operational management of all Club-Owned and Club-authorized social media accounts. It establishes how accounts are created, named, administered, and maintained to ensure a consistent, professional, and secure Club presence across all platforms.

2. Platform and Tooling

a) Official Platforms

The Club maintains an official presence on the following platforms:

- Facebook (managed via Meta Business Suite)
- Instagram (managed via Meta Business Suite)

Teams may request accounts on these two platforms only. Requests to establish a presence on additional platforms (e.g., TikTok, YouTube) must be submitted to and approved by the Board.

b) Meta Business Suite

All Club-Owned and Club-authorized Facebook and Instagram accounts operate under the Club's central Meta Business Suite account. This structure provides:

- Centralized oversight and brand consistency across all team accounts.
- The ability to onboard and offboard Team Social Media Managers without transferring personal account ownership.
- A single point of access for content scheduling, messaging, and analytics.
- Improved account security and recovery options.

The Communications Coordinator holds the admin role in Meta Business Suite. Each authorized Team Social Media Manager is added as an Employee with access limited to their designated team's Page(s) only.

3. Account Creation and Onboarding

a) Request and Approval



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Teams wishing to establish a Club-authorized social media account must submit a formal Account Creation Request Form to the Communications Coordinator. Requests must include:

- Team name and age group/division.
- Name and contact information of the proposed Team Social Media Manager.
- Platform(s) requested (Facebook, Instagram, or both).
- Written confirmation that the proposed manager has read and agrees to this Policy.

The Communications Coordinator will respond within 10 business days. Approval is at the coordinator's discretion and may be referred to the Board.

b) Account Setup

Once a request is approved, the Communications Coordinator will:

- i) Create the account(s) within the Club's Meta Business Suite.
- ii) Apply the approved handle and display name per Section 12.
- iii) Configure the account profile using Club-approved Canva Pro templates (see Section 13).
- iv) Add the Team Social Media Manager as an Employee in Meta Business Suite.
- v) Brief the manager and provide access to onboarding materials and templates.
- vi) Manager Authorization.

Before access is granted, Team Social Media Managers must:

- Sign the Club's Social Media Manager Acknowledgement Form.
- Confirm they have read and understood this Policy and Procedure.
- Provide a personal email address linked to their Meta account for Business Suite access.

Access is non-transferable. If a Team Social Media Manager changes, the outgoing manager's access must be revoked and a new request submitted for their replacement.

4. Account Naming Conventions

All Club-authorized accounts must follow the Club's standard naming convention to ensure consistency and recognizability across platforms.

Field Format Example



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Display Name Winnipeg Phoenix FC – [Team Name] eg. Winnipeg Phoenix FC – U14 Boys

Facebook Handle @WPGPhoenix[TeamCode] eg. @WPGPhoenixU14Boys

Instagram Handle @wpgphoenix_[teamcode] eg. @wpgphoenix_u14boys

Profile Bio Official account | [Team Name] | Part of @WinnipegPhoenixFC Official account | U14 Boys | Part of @WinnipegPhoenixFC

Team codes are assigned by the communications Coordinator at account creation. Handles may not include personal names, sponsor references, or unauthorized abbreviations.

5. Visual Identity and Templates

a) Canva Pro Access

The Club provides access to a Canva Pro team workspace containing approved templates for all Club-authorized accounts. Templates cover match results, game day announcements, player spotlights, Club events, and season highlights. Templates may be customized with team-specific content but must retain the Club's core branding: the Club crest, approved colour palette (navy and orange), and font standards.

b) Branding Standards

- All accounts must use the Club crest as the profile image or incorporate it prominently.
- Cover photos must use an approved Canva Pro template.
- Custom or off-template graphics require Communications Coordinator approval before publishing.
- Third-party logos (sponsors, tournament organizers) may be included only with prior authorization.

6. Content Standards

a) Permitted Content

Team Social Media Managers may publish content that is positive, values-aligned, and relevant to Club activities, including match results, player and team achievements (subject to consent), Club events and community initiatives, and Club-wide announcements that also appear in official channels.

b) Prohibited Content

The following content must not appear on any Club-Owned Account:

- Criticism of referees, opposing clubs, or individual players.
 - Selection decisions, player evaluations, or internal team matters.
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- Content that could identify the location or schedule of minor athletes.
- Personally identifiable information of minors without confirmed parental consent on file.
- Sponsored or promotional content not approved by the Club.
- Political, religious, or divisive commentary unrelated to the Club's mission.

c) Consent Requirements

Before posting any image or video featuring an identifiable minor, the Team Social Media Manager must confirm with the communications Coordinator that a signed Consent to Photograph/Video form is on file for that individual. The coordinator maintains the central consent register. When in doubt, do not post.

7. Account Security

- All accounts must be secured with a strong, unique password and two-factor authentication (2FA) enabled.
- Passwords must not be shared. Access is managed exclusively through Meta Business Suite role assignments.
- Any suspected unauthorized access must be reported to the communications Coordinator immediately.
- Upon a Team Social Media Manager's departure, the communications Coordinator must remove their Meta Business Suite access within 48 hours.

8. Account Closure and Succession

When a team is disbanded or a Team Social Media Manager departs:

- a) The outgoing manager must cease all posting activity immediately upon notification.
- b) The communications Coordinator will remove the manager's Meta Business Suite access.
- c) If the team continues, a new Team Social Media Manager must be nominated and a new request submitted per Section 11.
- d) If the team is disbanded, the account will be archived or deactivated by the communications Coordinator.

All Club-Owned Accounts are Club property and remain under the central Meta Business Suite regardless of who manages them.

9. Account Creation Process — Summary



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Stage Detail

- a) Submit - Request Team submits an Account Creation Request Form to the Communications Coordinator with team details, proposed manager, and platforms requested.
- b) Review - Communications Coordinator reviews the request within 10 business days and may request further information.
- c) Approval & Setup - Upon approval, Coordinator creates the account(s) in Meta Business Suite with correct naming, template, and profile configuration.
- d) Manager Onboarding - Proposed manager signs the Acknowledgement Form, provides their Meta-linked email, and is added as an Employee in Business Suite.
- e) Template Access - Manager is added to the Canva Pro workspace and provided with onboarding materials and content guidelines.
- f) Activation - Account goes live. Communications Coordinator remains available for ongoing support and compliance queries.

10. Non-Compliance

Failure to comply with this Procedure may result in temporary suspension or permanent revocation of the team's social media account, removal of the Team Social Media Manager, or referral under the Club's Discipline and Complaints Policy. The communications Coordinator may take immediate action where a breach poses a risk to athlete safety, Club reputation, or data security.

APPROVED BY:

PHOENIX SOCCER Inc Board

DATE OF APPROVAL

APRIL 14, 2026