



Winnipeg Phoenix Football Club

POLICIES AND PROCEDURES

SOCIAL MEDIA POLICY

1. Policy Statement

The Winnipeg Phoenix Football Club (“the Club”) recognizes that social media is a valuable and evolving communication tool. The Club is committed to using social media in a manner that reflects its values of respect, inclusivity, and sportsmanship, while protecting the safety, privacy, and well-being of its athletes, coaches, staff, volunteers, and members.

This document comprises three related documents:

Social Media Policy: The binding principles, responsibilities, and enforcement framework governing all social media activity connected to the Club.

Social Media Procedure: The operational processes for managing Club-owned and team social media accounts, including account creation, naming conventions, platform management, and content standards.

Social Media Guideline: Practical day-to-day guidance for coaches, athletes, and parents is provided in the companion document Social Media Guidelines for Coaches and Athletes. Where the Guidelines and this Policy conflict, this Policy takes precedence.

2. Definitions

Social Media

Any web- or application-based platform that enables users to create, share, and interact with content. This includes, but is not limited to, Facebook, Instagram, YouTube, TikTok, X (formerly Twitter), Snapchat, Discord, LinkedIn, and blogs.

Club-Owned

Any official social media account created, administered, or operated under the authority of Winnipeg Phoenix FC, including the Club’s main accounts and all authorized team sub-accounts.

Club-Affiliated Member

Any individual whose participation is connected to the Club, including Board members, staff, coaches, athletes, volunteers, and parents or guardians acting in a Club capacity.

Meta Business Suite

The centralized platform through which the Club administers all Club-Owned Facebook and Instagram accounts and manages user access.



Winnipeg Phoenix Football Club

POLICIES AND PROCEDURES

Team Social Media Manager

A Club-Affiliated Member designated and authorized by the Club to manage a specific team's social media sub-account under the Club's Meta Business Suite.

3. Purpose and Scope

This Policy applies to:

- All Club-Affiliated Members when posting, sharing, or commenting on social media in any context related to the Club, its teams, athletes, events, or activities — whether acting in a professional or personal capacity.
- All Club-Owned Accounts on any platform.
- Any individual granted administrative or editorial access to a Club-Owned Account.

4. Governing Principles

The following principles underpin all social media activities connected to the Club. Detailed practical guidance for applying these principles is provided in Social Media Guidelines.

4.1 Respect and Inclusion

- All social media activities connected to the Club must reflect its commitment to respect, fair play, and inclusion.
- Club-Affiliated Members must not post content that is discriminatory, harassing, defamatory, threatening, or otherwise harmful toward any individual or group.
- Disagreements must be handled constructively through appropriate Club channels, not aired on social media.

4.2 Child Safety and Privacy

- The safety of minors is paramount. No image, video, or identifiable information about a minor may be posted without the express written consent of their parent or guardian.
- Direct private communication between coaches and minor athletes via social media is not permitted. Practical guidance on appropriate coach–athlete online communication is set out in Social Media Guidelines.
- Coaches must not connect with minor athletes on Snapchat or any disappearing message platform.

4.3 Brand Integrity



Winnipeg Phoenix Football Club

POLICIES AND PROCEDURES

- Club-Affiliated Members must not misrepresent the Club's position or speak on its behalf without authorization.
- All Club-Owned Accounts must adhere to the Club's visual identity, naming conventions, and content standards set out in Part 2 of this document.
- No unauthorized account may be created using the Club's name, crest, or branding.

4.4 Transparency and Authenticity

- Club-Affiliated Members must not misrepresent themselves online using false names or profiles.
- Content on Club-Owned Accounts must be accurate, honest, and consistent with the Club's messaging.

4.5 Permanence of Content

- Content posted online is considered permanent. Club-Affiliated Members must consider the long-term reputational impact of any content before posting.

5. Responsibilities

5.1 Club Board of Directors

- Approves and periodically reviews the Policy and Social Media Guidelines.
- Oversees the Club's overall social media governance.
- Has authority to address Policy violations through the Discipline and Complaints Policy.

5.2 Club Communications Coordinator

- Serves as Policy Owner and primary Meta Business Suite administrator.
- Oversees account creation, onboarding, and ongoing compliance with this Policy and Procedure.
- Maintains the register of Consent to Photograph/Video forms for all Club-Affiliated Members.
- Provides templates, training, and support to Team Social Media Managers.
- Reviews and approves team account creation requests.

5.3 Team Social Media Managers

- Carry responsibility for all content published on their designated team account.
 - Comply with this Policy and the Procedure in Part 2 in full.
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Winnipeg Phoenix Football Club

POLICIES AND PROCEDURES

- Confirm parental or guardian consent is on file before posting any image or video of a minor athlete.
- Notify the Communications Coordinator immediately upon stepping down from the role.

5.4 Coaches

- Comply with the Social Media Guidelines for Coaches and Athletes.
- Report concerns about social media conduct to the Communications Coordinator or a Club official.

5.5 Athletes

- Comply with the Social Media Guidelines for Coaches and Athletes.
- Are aware that public social media activity may be reviewed by the Club.

5.6 Parents and Guardians

- Provide written consent before images or videos of their child are posted on any Club-Owned Account.
- Report concerns about coach–athlete social media communication to the Club.

6. Prohibited Conduct

The following conduct is expressly prohibited for all Club-Affiliated Members in any social media activity connected to the Club:

- a. Posting content that is discriminatory, harassing, threatening, or defamatory toward any person.
- b. Publishing sexually explicit or suggestive content involving minors.
- c. Creating unauthorized accounts using the Club's name, logo, or branding.
- d. Sharing confidential Club information, including selection decisions, financial matters, or internal disputes.
- e. Misrepresenting oneself as an authorized spokesperson for the Club.
- f. Demanding or pressuring athletes to provide access to their private social media accounts.
- g. Using social media to intimidate, coerce, or manipulate athletes.



Winnipeg Phoenix Football Club

POLICIES AND PROCEDURES

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- h. Posting images or videos of minor athletes without confirmed parental or guardian consent on file with the Club.

7. Monitoring and Enforcement

The Club reserves the right to monitor publicly available social media content related to Club activities. This includes content on Club-Owned Accounts and publicly visible personal accounts of Club-Affiliated Members where relevant to Club conduct.

Complaints or concerns regarding social media conduct should be directed to the Communications Coordinator or a Club official and will be addressed in accordance with the Club's Discipline and Complaints Policy.

Breaches of this Policy may result in disciplinary action up to and including suspension or termination of involvement with the Club. Account access may be revoked immediately where a breach poses a risk to athlete's safety, Club reputation, or data security.

8. Policy Review

This Policy will be reviewed annually by the Communications Coordinator and the Board, or earlier in response to material changes in social media platforms or applicable legislation. Amendments require Board approval.

APPROVED BY:

PHOENIX SOCCER Inc Board

DATE OF APPROVAL

APRIL 14, 2026