

## **STING SOCCER SOCIAL MEDIA POLICY**

This Social Media Policy applies to all executive directors, coaches, staff, volunteers, parents, and players. This Social Media Policy applies to all social media content posted by Sting Soccer Club staff members in their professional and personal lives.

### **Reports and Enforcement of Policy**

Reports of violations of this policy may be made to any Coach, Director, member of Sting Soccer Leadership, or our Human Resources department at [hr@stingsoccer.com](mailto:hr@stingsoccer.com).

A violation of this policy can be grounds for immediate dismissal from Sting Soccer. Final decisions related to policy violations will be the responsibility of Brent Coralli, Sting Soccer Ownership, after a recommendation provided by Sting Soccer Leadership.

### **Guidelines**

All Sting Soccer Club persons shall abide by the following guidelines when using social media:

- Be positive and respectful, and always take the high road. When disagreeing with others' opinions, remain appropriate and polite. If you find yourself in a situation online that is becoming antagonistic, ask a Sting Soccer Officer for advice on how to disengage from the dialogue in a polite and respectful manner.
- Do not post content that would harm or damage your reputation or that of the Sting Soccer. Remember that even while you are on your own personal time, you are a representative of the club, and people may interpret your online postings or social interactions as though they were official club statements.
- Use good judgment when posting comments on any official Sting Soccer sites. Bear in mind that your comments can create liability for the club. If you are unsure whether a comment is appropriate to post, do not post it.
- Be smart about what you publish. Once something is posted, it exists online forever. Ask yourself, "would I want to see this published in the newspaper or posted on a billboard tomorrow or ten years from now?" If the answer is "no," do not post.
- Encourage others to engage in positive interactions on social media. If you are concerned about any Sting Soccer member's use of social media, please bring your concerns to the attention to Sting Soccer Leadership or to [hr@stingsoccer.com](mailto:hr@stingsoccer.com)
- Personally identifiable information (information, such as a name and date of birth and/or a street address which, when taken together, can identify a particular individual) should not be disclosed in any manner on social networking sites.

### **Violations of the Social Media Policy**

Sting Soccer Leadership has the authority to monitor and enforce this Social Media Policy. Sting Soccer Leadership, and any individual appointed by Leadership, shall have the authority to remove any inappropriate or offensive comments from official Sting Soccer sites and to block any individual

or organization from posting on any official social media platform if they determine that such removal or block is in the best interests of the club or persons involved.

The failure of any Sting Soccer Club member to adhere to this Social Media Policy shall be considered a violation, and shall be subject to disciplinary action, up to and including termination of such individual's involvement in Sting Soccer Club.

Any and all social media applications, such as TeamSnap or GroupMe; are used for team communication purposes by the Club Organizer, Team Manager or Coach. These applications are provided as a service and convenience to the Club Organizer, Team Manager, Coach, Parents and Players. All Parents and Players of Sting Soccer Club are asked to not utilize these applications for personal team messaging.

Any social media application used for team communication purposes are provided as a service and convenience to the Club Organizer, Team Manager, Coach, Parents and Players. Comments including, but not limited to, the following may result in disciplinary action if deemed inappropriate or irrelevant by the Sting Soccer Club Leadership:

- Abusive or hurtful comments about a Club Organizer, Field Official, Team Manager, Coach, Parent and Players or another participant affiliated with Sting Soccer Club
- Off-topic and redundant comments (this includes promotion or solicitation of events, groups, pages, websites, organizations, products and programs not related to or affiliated with Sting Soccer Club)
- Comments that use foul language or "hate speech" (for example, including but not limited to racial, ethnic or gender-bashing language)
- Personal attacks or defamatory statements or comments (i.e., making negative personal, speculative, or untrue comments about a participant)
- Comments that violate the privacy of any individual
- Comments that are derogatory characterizations of any ethnic, racial, gender, professional, age or religious group
- Content that defames, misrepresents, or contains disparaging remarks about other people, officials or clubs
- Comments that suggest or encourage illegal activity
- Comments or links to sites that contain viruses or malicious software
- Comments containing explicit or pornographic words or images.