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## Prince William Soccer, Inc. Social Media Policy

### **INTRODUCTION**

Prince William Soccer (PWSI) strives to create a positive and inclusive organization that is dedicated to the development of student-athletes in an optimal learning environment. PWSI views social media as a platform that can aid in the mission of the organization and supportive of our members. However, when used inappropriately, social media can interfere with the personal growth of our members and be divisive in the community.

The actions of a single member can reflect positively or negatively not only on the individual, but also on his or her team, coaches, and the entire organization. Therefore, all members are expected to represent themselves and PWSI with honor, dignity and integrity.

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### **APPLICABILITY**

This Social Media Policy applies to all Board members, employees, volunteers and players (members) of PWSI and all content posted in their professional and personal capacity to the extent such content is related to PWSI.

Membership in PWSI is a privilege that carries an expectation of personal accountability for one's actions and can be removed if the actions of any member violate this policy or engage in personal conduct detrimental to the organization.

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet. This social media policy applies to platforms including, but not limited to:

- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, TikTok, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Twitter, Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as an officially designated individual representing PWSI on social media; and if you are posting content on social media in relation to PWSI the might that might affect PWSI's business, products, services, events, sponsors, members or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no



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reference to PWSI or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to PWSI may still be regulated by other policies, rules or regulations of PWSI.

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### **US CLUB SOCCER ATHLETE AND PARTICIPANT SAFETY/RISK MANAGEMENT POLICY**

The following is an excerpt from the US Club Soccer Risk Management Policy relating to social media and communications. The full policy is available on the PWSI website.

#### **Policy 13.06...**

##### **(d) Social Media & Electronic Communications.**

- (i) Content. All electronic communication originating from adults to amateur athletes who are minors must be professional in nature.
- (ii) Open and transparent.
  - a. If an adult needs to communicate directly with an amateur athlete who is a minor via electronic communications, another adult or the minor's legal guardian shall be copied.
  - b. If a minor athlete communicates to the adult privately first, the adult should respond to the minor athlete with a copy to another adult or the minor's legal guardian.
  - c. An adult communicating electronically to the entire team shall copy another adult.
  - d. Amateur athletes who are minors may "friend" the applicable organization's official page.
- (iii) Prohibited electronic communications.
  - a. Adults are not permitted to communicate privately via electronic communications with amateur athletes who are minors, except under emergency circumstances.
  - b. Adults are not permitted to "private message," "instant message," "direct message", or send photos via Snapchat or Instagram to a minor athlete privately.
  - c. Adults are not permitted to maintain social media connections with minors; such adults are not permitted to accept new personal page requests on social media platforms from amateur athletes who are minors and existing social media connections with amateur athletes who are minors shall be discontinued.
- (iv) Requests to discontinue. Legal guardians may request in writing that their child not be contacted through any form of electronic communication by US Club Soccer or Covered Personnel. US Club Soccer and/or the applicable US Club Soccer member organization shall abide by any such request that their child not be contacted via electronic communication, absent emergency circumstances.
- (v) Hours. It is recommended that real-time electronic communications only be sent between the hours of 8 a.m. and 8 p.m., unless there is a specific safety- or soccer-related need to communicate.
- (vi) Monitoring.
  - a. Social media pages shall be monitored and posts that violate US Club Soccer's policies and practices for appropriate behavior shall be removed.
  - b. The legal guardian or a minor athlete and the applicable organization's



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administrator shall be informed of any prohibited posts.

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### **PWSI POLICY VIOLATIONS**

Violations of this policy include but are not limited to:

- Using PWSI's name, motto, crest and/or logo in a way that would result in a negative impact for the organization, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content that is unsportsmanlike, derogatory, demeaning or threatening toward any other individual, teammate, coach, opponent, or entity (examples: derogatory comments regarding another team; taunting comments aimed at a player, coach or opposing team).
- Posting or sharing any content that depicts or encourages unacceptable or illegal activities (examples: hazing, sexual harassment/assault, gambling, discrimination, fighting, vandalism, academic dishonesty, underage drinking, and illegal drug use).
- Posting or sharing any content that may risk the security, protection and welfare of another member (e.g. personal information, travel itinerary, phone numbers);
- Posting or sharing any content any pictures, information or other content that might cause embarrassment to themselves, players, teams, coaches, or the club (examples: obscene images or language, nudity, pictures at parties with alcohol, references to drugs, sex, or illegal activities).
- Posting or sharing any content that is a breach of any state or local law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing PWSI, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organization into disrepute is to lower the reputation of that person or organization in the eyes of the ordinary members of the public.

PWSI leadership shall have the authority to monitor and enforce this Social Media Policy. The PWSI leadership, and any individual appointed by the Board of Directors, shall have the authority to remove any inappropriate or offensive comments from official PWSI sites and to block any individual or organization from posting on any official PWSI social media platform if they determine, in their sole discretion, that such removal or block is in the best interests of PWSI.

The failure of any PWSI Member to adhere to this Social Media Policy, including in their personal accounts shall be considered a violation of the PWSI Code of Conduct, and any PWSI Member who fails to adhere to this Social Media Policy shall be subject to disciplinary action, up to and including termination of such individual's involvement or membership in PWSI, in accordance with the PWSI Disciplinary Procedures.

No member removed from the organization for violating this policy or any policy relating to personal conduct, will receive a refund of any club and or team fees. Furthermore, if either club or team fees are not paid in full, player/parent(s) are responsible for remitting any and all payments prior to official release of player card.