



SOCIAL MEDIA POLICY

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ONTARIO PROVINCIAL
FOOTBALL LEAGUE
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Social Media Policy

The Ontario Provincial Football League (OPFL/The League) members reflect a diverse set of customers, values, and points of view. As representatives of the OPFL, we require our membership to exercise good judgment in its use of Social Media websites and conduct themselves in a responsible and respectful manner. For the purposes of this policy, social media means any facility for online publication and commentary, including, without limitations, blogs, websites, and social networking sites such as Facebook, LinkedIn, Twitter, Flickr, Instagram, and YouTube.

To assist in posting content and managing these sites, the [Ontario Football Alliance](#) has developed policies and guidelines for official and personal use of social media. The OPFL has adapted these policies with some minor adjustments to best suit the practices of the League. OPFL board members, volunteers, and members are free to comment via social media in accordance with this policy.

General Guidelines

1. The purpose of using these communication channels on behalf of OPFL is to support the club's mission, goals, programs, and sanctioned efforts, including club news, information, content and objectives.
2. When using an officially recognized social media channel, assume at all times that you are representing The League. Please refrain from reporting, speculating, discussing, or giving any opinions on OPFL topics or personalities that could be considered sensitive, confidential, or disparaging.
3. Confidential or proprietary club information or similar information of third parties, who have shared such information with you on behalf of the OPFL should not be share publicly on these social media channels.
4. As in all communications, the board members and volunteers should be consistent in their message; this message shall be in accord with OPFL's mission and vision. Members are not permitted to post information, photos, or other representations of inappropriate behaviour, or items that could be interpreted as demeaning or inflammatory. All communications will be respectful of others. This includes no ethnic slurs, offensive comments, defamatory comments, personal insults, and obscenity as well as being considerate of privacy, objectionable topics, such as politics and religion.
5. Members are permitted to tag the accounts of players, coaches, and members in posts or photos with the approval of the account owner. Images and updates shall not disclose personal information.



6. Any images and graphics that were not taken or created by the OPFL Director of League Media or a member of the Media Team must give credit to the original photographer; if the original photographer is known.
7. OPFL social media assets are to be used for positive interaction. Please refrain from any negative comments or criticism of anyone or anything; including other players, team officials, teams, clubs, or referees. Additional, board members and members are not permitted to comment on injuries, officiating, or team matters that could reasonably be expected to be confidential to team members.
8. Be mindful that all posted content is subject to review in accordance with the OFA's [Privacy Policy](#). OPFL logo's and/or visual identity cannot be used for personal social media without the permission of the Director of League Media and Events.
9. When posting on behalf of the OPFL on social networking sites or on The League's website, professionalism and quality control must be maintained in the communications. This includes the use of proper grammar, syntax, and style in every social media post and on the website.
10. Social media is not a place for business. Members will not use The League's social media platforms for personal gain or for personal promotion. This includes spamming followers or promoting goods and services that are not endorsed by The League. This includes privatized organizations including (but not limited to) personal training, material goods, miscellaneous services or otherwise.
11. Social media is not a place to conduct business with potential partners, sponsors, or other football clubs. All business inquiries should be followed up from an official OPFL email address or by one of The League's board members and should not be discussed on a social media platform – with no exceptions.
12. When material is posted on OPFL social networking sites that does not follow The League's Social Media Policy and the OFA [Privacy Policy](#), that material will be removed promptly and the individual will be informed with the reason why it was removed. Policy violations may be subject to disciplinary actions. It is not the intent of the OPFL to police its social media accounts, however, actions will be taken if necessary.
13. It is not the primary role of the Director of League Media and Events to police the OPFL social network sites so please stay positive, humble, and professional.
14. This policy shall be updated prior to every other league AGM as to keep the information current for the social media channels that are being used.



Guidelines for Posting on Social Media Channels

If you see a misrepresentation of the Ontario Provincial Football League in the media, you may point it out and report to the Director of League Media and Events. Lively conversations are encouraged on social media, but if you feel that the values of The League are being contradicted by a comment, it must be addressed immediately. As a result, a statement similar to “Thank you to all involved in this discussion. It is great to see spirited free-speech on this platform, however, we ask that you be mindful of our Social Media Policy available on the website (link)” is encouraged to be posted if members feel uncomfortable with controversial discussions.

If an error is made about The League in an online post, correct it quickly. If you choose to modify an earlier post, make it known that you have done so; adding “edited/updated/ revised on (insert date)” to the bottom of the post is recommended. If accused of posting something that contradicts the Social Media Policy, correct it quickly.

Recommendations to effectively promote across multiple social media platforms:

- Choose the channel based on the content you wish to share
 - o Individual Photo - Share as original content on Instagram. A link to the Instagram post can then be shared on Twitter and Facebook.
 - o Multiple Photos – add all images you wish to share to a Facebook photo album (or Flickr depending on the current practice of The League). If using a Flickr account, share the link to the album on Facebook. Share a few key photos to Instagram and encourage followers to view the remainder of the images on the original channel.
 - o Original News Article/Story – post the news item or story to the OPFL website and share the website link on Facebook and Twitter
- Include links to social media sites in official OPFL email signatures
- Mention additional platforms when recommending The League website
- Give permission, keep channels open to the public, and encourage other to share OPFL content

Recommendations to increase effectiveness on Facebook:

- Keep content fresh by posting and updating material every two or three days, but never more than twice a day; with the exception of special events.
- Use videos and pictures as it increases interaction on posts
- Include links to the website or another external source
- Use humour when appropriate to create entertainment value
- Respond to comments on posts daily. Remember to interact positively with followers and respond to inbox messages as promptly as possible.



- When responding to messages, always address the sender with “Hi (insert name), thank you for your message”.
- Always sign responses to inbox messages with your first name and role title so that the message sender knows that a real person is on the other end of the message.
- Use Facebook Live to share a major event with your follower’s o Ex. Championship Day award presentations

Recommendations to increase effectiveness on Twitter:

- Ask questions to invoke a discussion
- Create a hashtag to follow discussions
- When delivering news about a program, use a common hashtag to make it simple for followers to keep track of a certain thread o Ex. #AAAVarsity schedule now available. See website for details
- Post stories, pictures, and videos
- Commenting and retweeting is important, however, be cautious to not flood the timeline
- Use caution when choosing what content to retweet as any posts that are retweeted could be deemed as showing preference to one team or another. Similarly, any content that is retweeted shows that The League is endorsing that message or user account.
- Only retweet from accounts that The League is directly affiliated with o Ex. @OntarioFootball, @FootballCanada

Recommendations to increase effectiveness on Instagram:

- Keep in mind that the main users of Instagram are in the 15 – 25 age demographics; these users are looking for quick snapshots of information through images, videos, and boomerangs. Use a combination of these to keep followers interested.
- During events, use the Instagram Story to give live updates of the ongoing activities
- Tag the appropriate accounts in actual images and not just in the comments o Ex. Membership club accounts, Ontario Football Alliance, Football Canada, and individual users if permission has been given (see General Guideline #4)
- Use an average of 13 hashtags to help your post gain exposure from those other than your followers
- Monitor comments carefully but encourage comments and follower interaction

Keep in mind that there is only one link available on the account and that is the one in the biography. It’s recommended to keep the bio link as www.opfl.ca