



Social Media Policy & Guidelines

The Barrie Soccer Club (BSC) recognizes the importance of social media as a tool for informing and engaging its membership and members of the public. This policy is designed to protect the interests and reputation of the BSC as well as its employees, contractors, Board of Directors, parents/guardians, players and all volunteers. It applies to the aforementioned with the intent that all are equipped with the requisite knowledge and skills to appropriately use social media.

The BSC Social Media Policy includes, but is not limited to, the use of Twitter, Facebook, YouTube, Instagram, Snapchat, TikTok, blogs, websites and any other public online forum. This policy is intended to create clear lines between private and Club content, set guidelines where content relates to the Club, as well as, bring clarity as to how the BSC intends to address challenges that may arise on social media.

All parties included in this policy should be aware that the inappropriate or unlawful use of social media may expose them to personal legal liability.

General Guidelines

- Only authorized individuals may communicate on behalf of the BSC on social media and any online medium. At this time, this may include the Technical Director, Club Manager and designated Board Members.
- Those who wish to express any reference in relation to the BSC must also have their social media accounts authorized by the club's Board of Directors.

Specific Guidelines for Authorized Users

- Any Club information must be released through the BSC's official Club social media accounts before others can publish such information through their individual accounts.
- Social media should not be used for the posting or exchanging information that has the potential to embarrass, defame or bring the BSC or its related parties into disrepute.
- Social media should not be used for communicating confidential or competitively/commercially sensitive information without express permission of the BSC.
- Social media should not be used for the posting of photos of BSC events or individuals without the permission of the BSC.
- When using social media and where possible, identify yourself and state that any opinions are yours and do not represent those of the BSC.
- If an authorized user, employee, contractor or Board member fail to comply with this policy, they may be the subject of disciplinary action including termination of employment or dismissal from the Board.

Any breach of this policy must be promptly documented followed by the removal of the offending material from the online platform, if possible.

Barrie Soccer Club

7 Currie Drive, Midhurst ON, L9X 0N3 Tel: 705-739-7844 Fax: 705-739-3534

Email: info@barriesoccer.com \ BSCOffice@barriesoccer.com

www.barriesoccer.com

#WeAreOne



Players, Coaches, Managers, Parents/Guardians & Volunteers

The use of social media to engage in improper conduct is expressly prohibited by BSC. Any language or actions deemed to be inappropriate which may include but is not limited to: harassment, explicit or threatening language, sexual, racial or ethnic slurs or any type of cyber bullying directed at another player, coach, manager, parent/guardian, employee, member of the Board, general member or volunteer is expressly prohibited by BSC. The Club has a zero tolerance for any infractions of this policy and actions seen to violate this policy shall be vigorously enforced. Should a specific incident occur, the Club will take specific corrective actions which may include a: verbal/written warning, suspension or expulsion from the BSC.

The BSC will not be held liable for the acts of coaches, managers, volunteers, parents/guardians and players in breach of this policy.

General Advice

Use common sense and good judgment as your statements could have an impact on you and the BSC's reputation. Remember that what you post or publish will become public information. If you would not say something to a member of the media, do not publish it on any form of social media. You are accountable for your actions and what you communicate via social media.

If an individual is unsure whether or not they are authorized to publish opinions or views of the BSC should contact the Board of Directors.

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