



MHYSC Social Media & Email Policy

Policy Type: HR

Author: Carl Horton

Approver: MHYSC Board of Directors

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As a part of the Mount Hamilton Youth Soccer Club's (MHYSC) risk management process, the Club has established a social media and E-Mail policy which reflects the needs of all users.

MHYSC recognizes the importance of social media as a tool for engaging its supporter base and the community. This policy is designed to protect the interests and reputation of MHYSC and its stakeholders by ensuring directors, administrators, staff and players are equipped with the requisite knowledge and skills to appropriately use social media.

This policy includes, but is not limited to, the use of Twitter, Facebook, Instagram, TikTok, YouTube, blogs, websites and any other public online forum. This policy applies to full time staff, part time staff, casual staff, directors, contractors and volunteers. The Club is not seeking to restrict your use of social media but to create clear lines between private and Club material and set guidelines where material relates to the Club.

General Guidelines

- Only designated spokespersons may speak, or post on behalf of MHYSC. These persons include the Club President, the Technical Director & General Manager and Director of Marketing and Communications. Staff/Directors that wish to express or transmit Club material need to seek approval through the Technical Director & General Manager
- Those who wish to express any reference in relation to MHYSC must also have their social media accounts authorized by the club's Technical Director & General Manager
- The use of MHYSC E-Mail accounts shall be used for the dissemination of information between paid staff (full-time, part-time or contracted) and others within the organization. There shall be no use of MHYSC E-Mail for personal use.

Specific guidelines for authorized users

Club Information must be released through MHYSC'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 or bring MHYSC or its related parties into disrepute.



Social Media should not be used for communicating confidential or competitively/commercially sensitive information without express permission of MHYSC.

Social Media should not be used for the posting of photos of MHYSC events or individuals (including stakeholders) without the permission of MHYSC.

When using social media and where possible, identify yourself and state that any opinions are yours and do not represent those of MHYSC

The Club has the right to access any data lists you accumulate whilst working at MHYSC

General Advice

Use common sense and good judgment - your statements could have an impact on you and MHYSC'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.

Directors, administrators and technical staff and coaches who are unsure whether they are authorized to publish opinions or views of the MHYSC should contact the Technical Director & General Manager

- The policy will be updated and reviewed regularly as new technology and platforms emerge.
- As part of the induction process, staff can request assistance in setting up social media so that appropriate levels of privacy are activated.

Players, Coaches & Managers with MHYSC

The use of social media to engage in improper conduct is expressly prohibited by MHYSC. Any language 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 or parent/guardian is expressly prohibited by MHYSC. 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 MHYSC.



Personal Communication Devices

The MHYSC asks that players, coaches, and managers refrain from utilizing personal communications devices within dressing rooms located within MHYSC, Hamilton facilities and dressing room facilities located in any other location in which MHYSC members are competing. The Club also asks that players, coaches and managers refrain from the use of personal communication devices while driving and ask that hands free devices be utilized while in your car or simply pull over to complete any calls which may be required.

Non compliance

The MHYSC will continue to monitor the use of its information technology system to ensure compliance with this policy. Employees who fail to comply with this policy may be the subject of disciplinary action including termination of employment.

It is the expectation of MHYSC that employees, contractors, and volunteers will promptly advise the management of any facts or circumstances which may suggest a breach of the policy. This may include taking prompt action to remove the offending material if possible.

Volunteers should also be aware that the inappropriate or unlawful use of social media may expose the volunteer to personal legal liability. MHYSC will not be held liable for the acts and omissions of volunteers in breach of this policy. In circumstances where a volunteer fails to comply with this policy, they may be asked to discontinue their association with the MHYSC.

Rev. #	Date	Revisor	Comments
0	March 21, 2022	Carl Horton	New Document