



Social Media Policy & Guidelines for Swan City Football Club Coaches, Contractors, Staff and Board Members

Participating as a coach, contractor, support staff or board member for Swan City Football Club ("SCFC") is a privilege. As such, you are a representative of SCFC.

Coaches, contractors, Board Members and Support Staff of SCFC are expected to conduct themselves in a manner that will not discredit SCFC, or the associations governing our sport. These expectations extend to social media activities.

Social media is defined as websites and mobile applications that enable users to create and share content or to participate in social networking. Examples of social media include, but are not limited to: Instagram, Twitter, Facebook, Snapchat, YouTube, Tik-Tok, LinkedIn, Podcasts, Blogs, etc.

As a coach, contractor, support staff, or Board Member, it is important to remember how powerful online communication can be and the significant impact it can have on an individual, friends, family, teammates and an athletic program either immediately or in the future.

SOCIAL MEDIA POLICY

SCFC recognizes everyone's right to fully participate in social media. However, it maintains certain expectations for Coaches, contractors, Board Members and Support Staff. As such, please refrain from social media posts that contain any of the following:

- Sexist, racist, obscene or profane material of any kind;
- Anything that is degrading, demeaning, attacks or threatens any person, school, organization, etc. Cyber-bullying of any kind is not appropriate;
- Any material that are in violation of Federal, Provincial or Municipal laws, policies or rules;
- Any materials that reflect negatively on themselves, SCFC or other associations;
- Any material that is in violation of Alberta Soccer or the Canada Soccer Association rules and regulations (examples: sharing of injury statuses, sports wagering, etc.).



KEY POINTS TO REMEMBER WHEN SOCIALLY SHARING OR ONLINE:

There is no difference between your online persona and your real-life persona.

- Nearly all employers use social media background checks prior to hiring.
- Regardless of intent, what you post online has real world consequences.

The internet is forever.

- Regardless of your privacy settings, everything is saved online.
- Snapchat does not actually disappear, and can easily have content “screen-shot,” as can all other forms of online communication.
- Courts can subpoena all digital media, including text messages.
- Once you post or share any form of media, that application technically has usage rights.

What you associate with becomes who you are perceived to be regardless of intent.

- What are you sharing, liking and commenting on?
- What are your friends “tagging” you in?

Your social media accounts are your brand.

- How are you choosing to represent yourself? Are you sending the right message about yourself to the public? What does your social media portfolio say about you?
- Coaches, Graduate School Admissions, Potential Employers ALL use social media as a reference check.
- If asked right now, would you want an administrator, coach, or employer to see your online persona?

TIPS FOR SUCCESSFUL SOCIAL MEDIA USAGE

Think First.

- Once you post online, it is available to anyone – even if you limit access to your site. Privacy is important to safe guard yourself and your identity.
- Mindful Photography - Be Accurate - Make sure your online persona is true to who you are.
- Even if it was accidental, out-of-date or inaccurate information can make it appear you are misrepresenting yourself.
- Be Authentic - Part of self-expression is taking responsibility for your own thoughts, opinions and actions. Using an alias, or an identity other than your own, is disingenuous and could lead to legal ramifications.
- If you feel the need to use an alias, that means you don't want to be associated with what you are sharing, so that means it probably is not a good idea to begin with.
- Be Respectful - Social media should not be used to defame, attack or disrespect other people or associations.
- If you wouldn't say it to someone directly, do not share it socially.
- Freedom of Speech will not absolve you from the consequences of your actions, words or expressions.