



# Surrey United Soccer Club

Box 34212, 17790-#10 Hwy., Surrey, B.C. V3S 1C7

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## Social Media Policy

WHEREAS Surrey United Soccer Club (“Club”) recognizes that various media platforms play an important role in Club engagement, promotion, general Club awareness and promotion of sport, including social media platforms populated by members, staff, volunteers and officials of the Club.

WHEREAS the Club has agreed the Club President and Secretary are to be the only officially appointed Club media contacts, all Club-related media enquiries are to be referred to them at all times. The President may extend media commenting permission to other Club Board Members, Executive Committee Members or Club staff as deemed appropriate.

WHEREAS the Club recognizes the need for regulation of the use of social media by Club staff, members and volunteers to ensure the Club values and its Codes of Conduct & Ethics are upheld in the public domain through the use of all social media platforms in an ethical manner.

WHEREAS the Club defines “Inappropriate Content” in accordance with the following examples which are not intended to be an extensive or exhaustive list but provides as examples for members, volunteers, officials and staff of the Club:

- (a) Comments that bring the game into disrepute or are unethical
- (b) Abuse of individuals by means of racist, sexist or ageist comments
- (c) Abuse of individuals by means of insult or threat
- (d) Abuse of players or officials in comments that are deemed personally insulting or damaging
- (e) Posting of pictures that are age inappropriate, racist or sexist
- (f) Reposting of another’s inappropriate post
- (g) Generally abusive posts

THEREFORE, the Club has adapted the following policy from the BC Soccer Association (“BCSA”) to help guide Club members, staff and volunteers in their use of social platforms in an effective and positive manner so as to minimize any actions taken by Club members, staff or volunteers which may be contrary to the BCSA Rules and Regulations and the Club Codes of Conduct & Ethics policy or the Club’s values or mission statements:

### **1. Respect your Audience**

Our community is a multicultural and diverse community and it is important to be aware of and respect this diversity when posting online. Respect all and be conscious of how others will receive your message - remember your message is not bound by borders.

### **2. Never post or comment on discipline issues, media related issues or game-related controversial issues.**

Contact your team manager or if you are a coach, your designated Vice President if such matters arise. These individuals will be aware of the channels to follow to deal with these types of issues within the Club. Always follow the Club’s communication protocols.

### **3. Use common sense**

If you are at all unsure about your post or comment, please check with your designated Vice President. Often, any uncertainty about a post indicates it is not appropriate to post.

The Club will hold members, staff and volunteers responsible for their actions on social media and as such, consideration of the following is required of all members, volunteers and staff:

### **1. You are responsible for your actions**

- (a) You are responsible for your actions, consider how your post will affect your community, the Club and your team(s) including governing organizations such as BCSA, the Canada Soccer Association (“CSA”) or FIFA.



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- (b) You have a general right of freedom of speech, however, by virtue of your involvement in the Club and BCSA you are subject to certain limits on that right where your publicly posted comments relate to the Club and BCSA.
- (c) You are likely to face repercussions where your comments within any public forum or on any social media platform (e.g., Twitter) are in violation of the Rules and Regulations of BCSA and/or the Club's Codes of Conduct.

### **2. Content posted on social media channels is permanent**

- (a) The content you post on social media platforms is permanent – even if you quickly remove your post, it may already be seen.
- (b) The content you post on social media platform may be viewed instantly by many even if you or your organization does not have many 'followers'.
- (c) The content of one post, shared by another user results ultimately in reaching a larger, potentially unintended audience.
- (d) Your deletion of an inappropriate post does not necessarily prevent disciplinary action being taken.

### **3. Others will associate you with your organization**

- (a) Even if you are posting on a personal social media site, the public will associate you with the Club and you are likely to be viewed as speaking on behalf of the Club. This is extremely important to remember especially during the time of dealing with disciplinary issues or other controversial issues. Your post may be construed as a representation of a Club position on a matter and your personal posts should be written with strong consideration of that perspective.

### **4. Learn from others' mistakes**

- (a) The following includes a high-profile soccer related example where players were pursued from a disciplinary perspective for inappropriate comments they made on social media.  
<http://www.espnfc.com/story/1128423/man-uniteds-rio-ferdinand-charged-over-twitter-remarks>