



As a part of the St. John's Soccer Club (SJSC) risk management process, the club has established a social media and e-mail policy which reflects the needs of all users.

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

The SJSC Media Policy includes, but is not limited to, the use of Twitter, Facebook, YouTube, blogs, websites and any other public online forum. This policy applies to full time staff, part time staff, casual staff, committee members 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 authorized personnel may speak on behalf of the SJSC. These persons include the Youth Committee. Staff that wish to express or transmit club material need to seek approval through the Youth Committee.
- Those who wish to express any reference in relation to the SJSC must also have their social media accounts authorized by the club's Youth Committee.
- The use of SJSC e-mail accounts shall be used for the dissemination of information between paid staff (full-time, part-time or casual) and others within the organization. There shall be no use of SJSC e-mail for personal use.

Specific guidelines for authorized users

- Club Information must be released through the SJSC 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 the SJSC 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 SJSC.
- Social Media should not be used for the posting of photos of SJSC events or individuals (including stakeholders) without the permission of the SJSC.
- When using social media and where possible, identify yourself and state that any opinions are yours and do not represent those of the SJSC.
- The club has the right to access any data lists you accumulate whilst working at the SJSC

General Advice

- Use common sense and good judgment – your statements could have an impact on you and the SJSC 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.
- Staff and coaches who are unsure whether or not they are authorized to publish opinions or views of the SJSC should contact the Youth Committee.

Please Note

- 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 the St. John's Soccer Club

The use of social media to engage in improper conduct is expressly prohibited by SJSC. 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 is expressly prohibited by SJSC. 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 SJSC.

Personal Communication Devices

The SJSC asks that players, coaches and managers to refrain from utilizing personal communications devices within dressing rooms located within the SJSC facilities and dressing room facilities located in any other location in which SJSC 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 SJSC 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 SJSC that employees 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. SJSC 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, he or she may be asked to discontinue their association with the SJSC.