



Hollandia Soccer Club

Policy Statement | Updated September 2016 |

Social Media and Communication Policy

Hollandia recognizes the importance of maintaining excellent communication with our players, families, neighbourhoods and stakeholders to create awareness, and educate our audience about the sport. In addition to more traditional forms of communication, such as print media and email, social media is an increasingly important part of the communication picture. These services include, but are not limited to Facebook, YouTube, Instagram, Twitter, websites and other public forums.

This policy is designed to protect the interests and reputation of the Hollandia Soccer Club and its stakeholders by ensuring directors, administrators, staff, players and families are equipped with the knowledge and skills to appropriately use social media. The policy sets guidelines between private and Club material, and guidelines of appropriate use of social media. This policy applies to all staff, directors, contractors, volunteers, and club members.

Implementation

The Communication Director is responsible for the overall development and implementation of the communication plan, and to ensure that online postings are consistent with Hollandia guidelines and policies. The purpose of using social media is to support Hollandia's mission, goals, programs, and to enforce the club's philosophy on the sport of soccer.

While social media posts seem temporary, they should always be considered permanent. Everything that is posted is considered public information. Information (including photos, videos, comments, and posters) may be accessible even after it has been removed. Hollandia is aware that posts may affect a player's future. Many university school admissions officers, scouts, professional teams, national governing bodies, volunteer organization and employers review social media sites as part of their overall evaluation of an athlete, candidate or employee. At the same time, social media provides a strong networking component that is important in today's society and to build club culture.

Hollandia encourages technical coaches, coaches, managers, assistants, players, parents, volunteers, membership, board members and the club's supporters to use social media but reminds users that any time they post they are considered spokespeople of Hollandia. The Hollandia Board of Directors will approve all social media services or tools.

General Guidelines

Communication materials and all social media posts should:

- Be genuine, truthful, respectful and positive
- Encourage respectful comments and conversation
- Help grow our club's culture, and inform other about our club or the sport of soccer more generally

Any materials or posts that are disrespectful, lewd, libelous, incite violence or are otherwise hurtful or hateful speech directed at either individuals or groups will be deleted. The Hollandia board, and/or Communications Director reserves the right to delete and remove any comment or post that violates Hollandia's Social Media Policy. In addition, Hollandia reserves the right to ban or block users that persist in posting material outside the intended nature of club communications.

Limitations

Posts concerning the following topics are highly discouraged and may be removed:

- Any posts that disparage other clubs, teams, players, or individuals including officiating staff
- Posts containing confidential, competitive, or sensitive information that should not be available to the wider public
- There is zero tolerance for posts that are racist, sexist, homophobic, anti-religious, harassing, or contain sexualized content or other inappropriate behaviour
- The Hollandia name, logo and/or visual identity should not be used for personal social media accounts without the permission of the Communication Director and/or Board of Directors

Specific Guidelines for Players, Parents and Coaches

- During the course of participation in Hollandia Soccer Club programs, including training, travel and competition members are encouraged to participate in social media activities that celebrate the achievements of our players and our Club.
- Cameras are not allowed on the bench or in the dressing room during competitions
- The following uses of social media are not acceptable:
 - Posting explicit pictures or using inflammatory language linked to the program, staff, volunteers, athletes and/or competitors
 - Any time before, during, or after a match, training session or team meeting when strategic, tactical, or medical information is discussed
 - Criticism of any other soccer association at any level, coaches, athletes, officials, other team staff, volunteers and/or parents

Specific Guidelines for Authorized Users

- Only authorized people may speak on behalf of the Hollandia Soccer Club. The Club President delegates this right to individuals in specific circumstances. Any staff or volunteers that wish to transmit Club material need to seek permission from the President.
- Those individuals that have been granted Hollandia Soccer Club e-mail accounts shall not use them for personal use. The purpose of these accounts is to communicate information regarding the Hollandia Soccer Club in your designated capacity.
- In cases where Club announcements are being made, individuals will wait until the official Club social media accounts have published this information before posting it to their private accounts.
- If using personal social media channels, where appropriate, indicate that your opinion is yours and does not represent those of the Hollandia Soccer Club.

Procedures

The following procedures will be used:

1. Information on our social media policy will be available at the time of registration.
2. Links to active social media accounts will be in email communications and on the Hollandia website. Players, families, community members and stakeholders will be encouraged to sign-up for these services.
3. If someone believes a post contravenes Hollandia's social media policy they should contact the Communications Director to investigate the situation.
 - a. The Communications Director, or other member of the Board of Directors, will evaluate the post, and if it contravenes the policy, will remove it, or request it's removal
 - b. The Communications Director will decide on further action if the post requires, ie. contact with original poster to: advise them of the problem; discuss the social media policy; to advise them of being banned or blocked if required.
 - c. In circumstances where individuals repeatedly fail to comply with the word or intent of our social media policy, they may be asked to discontinue their association with the Hollandia Soccer Club.

Please note that this policy will be updated and reviewed regularly as new technologies and platforms emerge. The most up-to-date version will be available on the website. It is the responsibility of all individuals involved with the Club to be aware of changes to the policy and to be responsible in its implementation.