

ASA Social Media Policy – August 2015

These are the official guidelines for social media use on behalf of the Arlington Soccer Association (ASA). These guidelines apply to the following individuals who are creating or contributing to any kind of social media both on and off of arlingtonsoccer.com: ASA employees, interns, contractors, and any volunteers who serve in an official capacity for a team or are a member of the ASA Board of Directors, serve on a program committee, or serve on a program sub-committee. ASA expects all who participate in social media on behalf of ASA, and/or in any way connected to ASA, to understand and follow these guidelines, and to be aware that they will continually evolve as social media evolves.

These guidelines also apply to ASA staff who post or communicate as individuals (vs. in an official capacity as an ASA staff member) when those communications pertain to ASA. People know who you work for, so be mindful when commenting on things that touch on ASA in your communications.

For the purpose of these guidelines, “social media” refers to any digital communication form, either one-to-one or one-to-many, including but not limited to email, blogs, Facebook, Twitter, Instagram, Snapchat, GroupMe and other group chat tools, texts, blogs, & websites.

1: Online = everywhere: Online communications have lives of their own. Information can pop up in strange places. If you can't show it to your mother or a judge, don't post it. If in doubt, ask!

2: Represent yourself and ASA appropriately: For your personal blog, twitter account, or lifestream, make it clear whose opinion you are voicing. By identifying yourself as a representative of ASA, you are creating perceptions about ASA and your expertise. Be sure that all content associated with you is consistent with your abilities and ASA's social media philosophy (that social media is about building relationships—not a numbers game).

3: Beware! Know and use privacy settings: ASA does not expect all of your social media use to be work-related, but you are expected to keep the items you share with your close personal friends separate from what you share with your work “friends.”

4: Get permission: Before posting anything, consider whether you have permission. This includes the posting of pictures. Do you know if everyone in the picture are ok with its being posted online?

5: Ideally, don't engage with minors online: Adults, avoid friending or connecting with minors, and think twice about accepting friend requests or other connections from minors. Three significant caveats follow....

A - Realistically, don't engage with minors online if you are the only adult in the conversation (individually or as part of a group): This is the same rule as applies to in-

person engagements, namely, never be the only adult in the group. If you find yourself in this situation, fix it or leave immediately.

A-2 – The exception to this is when you are communicating directly with one person or multiple people, minors included, about team-specific issues (e.g. practice schedules). Keep these conversations “strictly business” and don’t stray into questionable, non-team-specific areas.

B - Remind minors that you are part of any group or discussion and steer the conversation away from questionable areas: Whether as the only adult “around” or as part of a group of adults, be sensitive if minors are involved and help steer the conversation towards “safe” areas. Speak up and make your presence known if the conversation is headed in an “unsafe” direction.

6: Mistakes happen – own them: If you make a mistake, admit it quickly. Most of the time, you can then move on. If not, let the ASA team help you fix your mistakes; explain the situation and the team can come together to find a solution to any problem.

CONCLUSION

ASA trusts that you will abide by these policies. If, for any reason an incident occurs that violates the policy, you should bring the issue to ASA’s attention immediately so that a resolution can be found. ASA will work through each issue on a case-by-case basis, and will listen to every side of the story.

Thanks to SocialFish for a great model policy!