

SOCIAL MEDIA POLICY- Area Youth Sports (AYS) recognizes the importance of social media in shaping the public's perception of our organization. AYS also recognizes the importance of our board members, sport commissioners, coaches and volunteers in leading and setting the tone of social media interactions in a manner that advances AYS's mission and goals.

This Social Media Policy applies to players and all adults associated with the players (parents, guardians, player family and friends, and all spectators). This Social Media Policy also applies to all social media content posted by AYS members (board, commissioners, coaches and all volunteers) in their professional and personal capacity to the extent such content is related to AYS.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, Instagram, etc.)
- Video and photo sharing websites or apps (e.g. YouTube, Flickr, Vine, etc.)
- Review sites (e.g. Yelp, etc.)
- Team Communication apps (e.g. Siplay, teamwall, etc.)
- Instant messaging (e.g. SMS, Skype, Snapchat, etc.)
- Public and private online forums and discussion boards

This policy is applicable when using social media as:

- an officially designated individual representing AYS
- Or as an individual who is posting content on social media in relation to AYS that might affect AYS's program, services, events, sponsors, members or reputation.

Aspirations

AYS strives to create a positive and productive organization that is dedicated to helping young athletes reach their potential. In furtherance of this goal, AYS aims to engage members of AYS community in positive, honest, transparent, and knowledgeable dialogue about AYS through social media. AYS views social media as an important tool for communicating its program achievements and opportunities for our athletes and community. AYS also views social media as a platform for receiving constructive feedback from the public and for discussing AYS's challenges and opportunities for improvement in a positive and constructive way.

Guidelines

You must adhere to the following guidelines when using social media related to AYS or its programs, competitions, teams, participants, events, sponsors, members or reputation.

1. Be positive and respectful, and always take the high road. When disagreeing with others' opinions, remain appropriate and polite. If you find yourself in a situation online that is becoming antagonistic, disengage from the dialogue in a polite and respectful manner that reflects well on AYS.
2. Do not post content that would harm AYS or damage AYS's reputation. Remember that even while you are on your own personal time, you are a representative of AYS, and people may interpret your online postings or social interactions as though they were official AYS statements.
3. Use good judgment when posting comments on any official AYS sites. Bear in mind that your comments can create liability for AYS. If you are unsure whether a comment is appropriate to post, either do not post it or obtain prior approval from the Board of Directors.
4. Be smart about what you publish. Use common sense. Whenever you are unsure as to whether or not the content you wish to share is appropriate refrain from sharing the content to be on the safe side. Once something is posted, it exists online forever.
5. Encourage others to engage in positive interactions on social media. If you are concerned about any AYS Member's use of social media, please bring your concerns to the attention of the Board of Directors.
6. Personally identifiable information (information, such as a name and date of birth and/or a street address which, when taken together, can identify a particular individual) should not be disclosed in any manner on official AYS social networking sites without the approval of individual.

7. When posting content online privately, there is potential for that content to become public through a variety of means. Therefore, you should refrain from posting any content online that you would not be happy for everyone to see.
8. Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. AYS recommends erring on the side of caution – if in doubt, do not post or upload.

Area Youth Sports has zero tolerance for inappropriate and unacceptable conduct that is harmful to AYS or any individual. The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline.

Violations of the Social Media Policy

The AYS Board of Directors shall have the authority to monitor and enforce this Social Media Policy. The AYS Board of Directors, and any individual appointed by the Board of Directors, shall have the authority to remove any inappropriate or offensive comments from official AYS sites and to block any individual or organization from posting on any official AYS social media platform if they determine, in their sole discretion, that such removal or block is in the best interests of AYS.

Failure to comply with the social media policy will result in penalties. The failure of any AYS member to adhere to this Social Media Policy shall be considered a violation of the AYS Code of Conduct and will be subject to any or all of the following disciplinary actions up to and including termination of the individual's involvement in AYS.

- Board Members: temporary suspension or permanent removal from AYS Board.
- Commissioners: temporary suspension for current season or permanent AYS suspension.
- Coaches (head or assistant): temporary suspension for current season or permanent AYS suspension.
- Players: Game suspensions including ineligibility for any All-star teams
- Parents, guardians, player family & friends, and spectators: Temporary or permanent suspension of attendance at any AYS event/ game.

Any violation of this policy shall be reviewed by the AYS Board, who will then determine if and which disciplinary action is warranted.