



## WINNIPEG SOUTH END UNITED (WSEU) SOCCER CLUB

November 4, 2013

### **SUBJECT: Social Media Policy**

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#### **Objective**

A social media presence is integral to expanding WSEU's forms of communication and to reach and communicate with our audiences where they gather. While we value that social media can present a growth opportunity for our communication, it also opens the Club and our members to risk.

This policy governs the publication of and commentary on social media regarding Winnipeg South End United (WSEU) Soccer Club undertaken by or on behalf of staff, volunteers, athletes and families. For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, and social networking sites such as Facebook, LinkedIn, Twitter, Flickr, Instagram, Vine and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, emails and the internet.

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary.

#### **Confidential Information of Youth and Families of WSEU**

Privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that you would not want the public to see. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details.

WSEU will not post any communication that contains information about staff, volunteers, athletes, families and sponsors that is confidential or that others would reasonably expect to be private as per the WYSA Privacy Policy.

#### **Copyright Laws / WSEU Logo**

It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others including WSEU's own copyright brands, logos as well as those of our corporate sponsors.

#### **Respect your Audience**

The public in general, WSEU's staff, volunteers, athletes and families as well as corporate sponsors reflect a diverse set of customs, values and points of view. We ask that your postings on social media are respectful and shall not communicate in a manner that harms WSEU's or its member's interests.

We encourage communication and dialogue that:

- informs our families and the public about WSEU activities and teams
- shares WSEU news and events with our audiences
- promotes district, Club and team spirit and pride



## WINNIPEG SOUTH END UNITED (WSEU) SOCCER CLUB

- distributes timely information to our athletes and families (e.g. game/practice cancellations/changes due to weather)
- shares information to help bring the Manitoba soccer community together

### The following commentary is prohibited:

- communication that is in conflict with WSEU policies, bylaws and general information on our website
- ethnic slurs, offensive comments, defamatory comments, personal insults, obscenities, etc.
- communication that contains confidential information or information that others would reasonably expect to be private as per the WYSA Privacy Policy
- communication that constitutes real or reasonably perceived harassment and discrimination of staff, volunteers, athletes, families, sponsors and/or any other third party
- purporting to communicate on behalf of WSEU, unless authorized by WSEU

Any posts on social media posted by non-WSEU authorized representatives are the views and opinions expressed by the user, are the legal responsibility of the poster and do not represent the official views of WSEU.

### **Media**

Any media inquiries related to communications by or about WSEU on social media shall be immediately referred to the WSEU President. No staff, volunteers, athletes or families shall speak to media about such communications or purport to speak as a representative of or on behalf of WSEU without prior express permission of the WSEU President.

### **Controversial Issues**

If you see misrepresentations made about WSEU in social media, you may advise the WSEU Office Manager for their attention and information.

Avoid arguments on social media. Brawls may earn traffic, but nobody wins in the end. Do not try to settle scores or goad competitors or others into inflammatory debates. Make sure what you are saying is factually correct.

If you see any communications generated by other individuals that may cause harm to WSEU's interests, we ask that you take reasonable action to immediately remove all such communication and report it to the WSEU Office Manager.

### **Consequences**

It is all about judgment. Using social media to cause harm to WSEU's interests or in a negative way against WSEU, staff, volunteers, athletes, families and/or our corporate sponsors is dangerous, strongly ill advised, and will **NOT** be tolerated by WSEU.

Policy violations will be subject to disciplinary action.