

STRATHMORE SOCCER MEDIA POLICY



The purpose of this media policy will encompass public communications through social media websites and apps as well as newspapers, online reporting, radio stations and television. Strathmore Soccer Association recognizes the value and importance of media as a method of communication for participants. Each individual has the right to participate in an environment including media that is free from inappropriate, inflammatory or offensive content.

SOCIAL MEDIA

The term “social media” includes the public communication through internet media and websites such as but not limited to Twitter, Instagram, Facebook, LinkedIn and any other websites that allows users to communicate electronically.

- Strathmore Soccer’s Social media accounts which include Facebook and Instagram will be managed by a Club representative authorized by the Board of Directors
 - Club information must be released through SSA’s official Club social media accounts before others can publish such information through their private accounts.
 - SSA may choose to post Club-related content generated by others, including coaching staff, players, board members and parents.
 - All content posted on SSA’s social media accounts will ensure that consent was given to post for each player, team staff, volunteer before posting on Club owned social media. Consent will be a part of the registration which will be for the full season.
 - Confidential or sensitive information is not to be shared on social media.
- Exercise respect for all club members including players, coaches, parents, board members and Club staff. As well as exercise respect for all ethnicities, cultures, gender, disability, sexual orientation, religion, opponents, clubs, districts, and governing bodies such as Alberta Soccer and Canada Soccer.
- Use best judgment when posting on social media sites. What you post or comment on can impact yours and SSA’s reputation. Once comments are posted everyone has access including SSA’s membership, coaches, sponsors and volunteers. Negative comments, images, bullying, criticism and sexist remarks can be dangerous and harmful to people’s wellbeing and the image of the SSA Club. Do not use profanities or other inappropriate comments. It is expected that individuals always conduct themselves in an appropriate and professional manner when posting SSA content.
- When in doubt leave it out. If you are unsure if what you are posting is appropriate it is best not to post it.
- As Strathmore Soccer’s Locker Room Policy states “Smartphones and other mobile devices with recording capabilities, including voice recording, still cameras and video cameras, are not

permitted to be used in the locker rooms. If phones or other mobile devices must be used, they should be taken outside of the locker room.” Therefore no locker room content is permitted to be posted.

- If you are found to have acted improperly on social media regarding a SSA soccer related matter, you are liable to disciplinary proceedings. You could face consequences up to and including suspension from the Club. Disciplinary proceedings to be determined and carried out by the SSA Board of Directors.
- Re-posting another person’s inappropriate posts could be subject to the same consequences as if you were the original poster.

NEWS MEDIA

The term “News Media” includes articles completed by reporters on radio, television, newspapers, magazines and online.

- SSA Club Members are not to reach out to reporters. Only authorized people may speak on behalf of SSA.
 - Authorized people must get prior authorization from the Board of Directors. Each time they communicate with reporters.
 - To be granted authorization the person must present the board with the content to be discussed prior to speaking with a reporter.
- A Club representative with authorization from the Board of Directors, can reach out to reporters when deemed appropriate and with appropriate content.
- All information given to reporters must be correct if you are unsure about the subject do not comment on it.
- All press releases for the Club must be viewed prior by the Board of Directors and permission granted for its release.
- If Club members are approached for comment from a reporter when at soccer events.
 - Only comment if you feel you know the information.
 - If unsure about talking to a reporter it would be best to give the reporter the contact information for the Club’s President or the Head Coach so that the reporter can reach out to that person for a statement.
- All content given to news media will ensure that consent was given for each player, team staff, volunteer. This includes personal information and photos. Consent is a part of registration which will be for the full season.
- When talking to reporters you are subject to the same standards as when posting on social media.
- If the News Media policy is not followed you could be liable for disciplinary proceedings.

This policy for both Social Media and News Media applies to all membership of the Strathmore Soccer Association. This includes all coaching staff, Board of Directors, paid staff, officials, minor and adult athletes, parents and volunteers.