



## Social Media Policy

### BTB Statement

BTB Soccer Academy recognizes the importance of the Internet in shaping the public's perception of our organization. BTB also recognizes the importance of our staff, coaches, participants, and volunteers in leading and setting the tone of social media interactions in a manner that advances BTB's mission and goals.

This Social Media Policy applies to all Board members, staff, coaches, participants, and volunteers. This Social Media Policy applies to all social media content posted by BTB Members in their professional and personal capacity to the extent such content is related to BTB.

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

### Guidelines

BTB Members shall abide by the following guidelines when using social media:

- 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, talk to the staff at BTB to try and resolve the situation.
- Do not post content that would harm BTB or damage BTB's reputation. Remember that even while you are on your own personal time, you are a representative of BTB, and people may interpret your online postings or social interactions as though they were official BTB statements.
- Use good judgment when posting comments on any official BTB sites or platforms. Bear in mind that your comments can create liability for BTB. If you are unsure whether a comment is appropriate to post, either do not post it or obtain prior approval from the staff.
- Be smart about what you publish. Once something is posted, it exists online forever. Ask yourself, "would I want to see this published in the newspaper or posted on a billboard tomorrow or ten years from now?" If the answer is "no," do not post.
- Encourage others to engage in positive interactions on social media. If you are concerned about any BTB member's use of social media, please bring your concerns to the attention of the staff at BTB.
- Personal 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 BTB social networking sites without the approval of the BTB staff.

### Violations of the Social Media Policy

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



The failure of any BTB Member to adhere to this Social Media Policy shall be considered a violation of the BTB Code of Conduct, and any BTB member who fails to adhere to this Social Media Policy shall be subject to disciplinary action, up to and including termination of such individual's involvement in BTB programming.

I have read and understood this Policy and agree to abide by it:

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Player Name

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Player Signature

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Date

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Parent Name

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Parent Signature

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Date