



Social Media Policy

2023



Abbotsford Soccer Association (“Club”) recognizes that various media platforms play an important role in Club engagement, promotion, general Club awareness and promotion of sport, including social media platforms populated by members, staff, volunteers, and officials of the Club. This social media Policy (“Policy”) outlines the policies in place for all formal Club communication and media, including social media posts on official Club platforms.

Official Club Media Contacts

The Club President, Vice President, Director of Operations, and Technical Director are to be the only officially appointed Club media contacts, all Club-related media enquiries are to be referred to them at all times. The President may extend media commenting permission to other Club Board Members or Club operation volunteers or staff as deemed appropriate.

Social Media: Inappropriate Content

The Club defines “Inappropriate Content” in accordance with the following examples which are not intended to be an extensive or exhaustive list but provides as examples for members, volunteers, officials, and staff of the Club:

1. Comments that bring the game into disrepute or are unethical
2. Abuse of individuals by means of racist, sexist or ageist comments
3. Abuse of individuals by means of insult or threat
4. Abuse of players or officials in comments that are deemed personally insulting or damaging
5. Posting of pictures that are inappropriate, racist, or sexist
6. Reposting of another’s inappropriate post
7. Generally abusive posts

Social Media: Guidelines and Requirements

The Club has adopted the following policy from the BC Soccer Association (“BCSA”) to help guide Club members, operations & coaching staff, and volunteers in their use of social platforms in an effective and positive manner so as to minimize any actions taken by Club members, staff or volunteers which may be contrary to the BCSA Rules and Regulations and the Club Codes of Conduct & Ethics policy or the Club’s values or mission statements:

1. Respect your audience: Our community is a multicultural and diverse community, and it is important to be aware of and respect this diversity when posting online.
2. Never post or comment on discipline issues, media related issues or game-related controversial issues.
3. Use common sense: If you are at all unsure about your post or comment, please check with the Club.

The Club will hold members, staff, and volunteers responsible for their actions on social media.

Responsibility for Your Actions

1. You are responsible for your actions, consider how your post will affect your community, the Club and your team(s) including governing organizations such as BCSA, Canada Soccer Association (“CSA”), or FIFA.
2. You have a general right of freedom of speech, however, by virtue of your involvement in the Club and BCSA you are subject to certain limits on that right where your publicly posted comments relate to the Club and BCSA.

3. You are likely to face repercussions where your comments within any public forum or on any social media platform (e.g., Twitter) are in violation of the Rules and Regulations of BCSA and/or the Club's Codes of Conduct.

Content is Permanent

1. The content you post on social media platforms is permanent – even if you quickly remove your post, it may already be seen.
2. The content you post on social media platform may be viewed instantly by many even if you or your organization does not have many 'followers'.
3. The content of one post, shared by another user results ultimately in reaching a larger, potentially unintended audience.
4. Your deletion of an inappropriate post does not necessarily prevent disciplinary action being taken.

You are Abbotsford Soccer Association (ASA)

1. Even if you are posting on a personal social media site, the public will associate you with the Club and you are potentially viewed as speaking on behalf of the Club.
2. This is extremely important to remember especially during the time of dealing with disciplinary issues or other controversial issues.
3. Your post may be construed as a representation of a Club position on a matter and so your personal posts should be written with strong consideration of that perspective.

Learn from Mistakes

The following is a high-profile soccer related example where a player is pursued from a disciplinary perspective for inappropriate comments they made on social media - [Social Media Mistake](#)

Questions

Questions about this policy may be directed to Dir. Operations: ian@abbotsfordsoccer.com