



EDMONTON WARRIORS SOCCER CLUB

Policy: Social Media

The Edmonton Warriors Soccer Club (Warriors) is committed to creating a sport environment in which all individuals are treated with respect and dignity. Social Media (Twitter, Facebook, Instagram, Snapchat, TeamSnap etc.) plays an important role in engagement, promotion, discussions, or awareness. It is a valuable communications tool to help drive and promote soccer in our community, encourages and supports ethical and professional use of social media to enhance effective communication, build brand, and interact with other participants, clients, or members. Warriors expects all individuals using social media to conduct themselves at all times in a manner consistent with the values of the organization including fairness, integrity, accountability, excellence, accessibility, innovation, and respect.

General Guidelines

- Be respectful
- No spam, untruthful, defamatory, or discriminatory comments
- Be responsible and consider the audience
- Think twice...post once!
- Be authentic and transparent
- Be a team player - a team sticks together both on and off the field
- Never publicly speak ill of teammates, coaches, and support staff

Guidelines for Stakeholders and Coaches:

- Stakeholders and Coaches must be aware that their Social Media use may be monitored by Warriors, Member organizations, or local associations.
- When using social media platforms, stakeholders and coaches must model appropriate behavior befitting their status as a volunteer, team official or a stakeholder of the organization.
- Pay attention to how you represent yourself on your own personal page as this reflects you and your leadership.
- Removing content after posting, does not excuse the actions, words, comments, or images, as the damage from the original post will remain.