



**St. Albert Soccer Association**  
 61 Riel Drive, St. Albert, AB T8N 3Z3  
 780 458 8973  
[www.stalbertsoccer.com](http://www.stalbertsoccer.com)

# Policy: Social Media

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The St. Albert Soccer Association (SASA) 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. SASA encourages and supports ethical and professional use of social media to enhance effective communication, build brand, and interact with other participants, clients, or members. SASA expects individuals using social media to conduct themselves at all time 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 SASA, 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.

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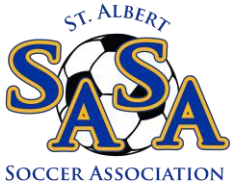
- Removing content after posting, does not excuse the actions, words, comments or images, as the damage from the original post will remain.
- Be aware that misuse of these principles may be subject to sanction under SASA or Members Organization Discipline and Complaints policies
- Create a team social media policy
- Consider monitoring or finding ways to be generally aware of athlete’s personal activities, status updates, or tweets.
- Allow athletes to make the request to connect on social media, never send the initial request.
- Ensure you do not pick and choose between players in your group, if they connect with you, you must determine none, or all.
- If posting about game results be respectful towards the opponent’s team, coaching team, and club they represent.
- Be cautious of internal team communication through Team Snap and how it may be perceived. Coaches should also follow a 24-hour period before communicating with the team or individuals to ensure the message they are wanting to deliver is written with the most appropriate tone for the audience.

**Guidelines for Athletes:**

- Athletes have the freedom to engage with whomever they choose on social media platforms.
- Be aware that anything you post is considered public. By accepting to be a member of SASA, you have agreed to adhere to the organizations Code of Conduct and Ethics and you must follow that code when posting any material that could be harmful to you as an athlete, to your team, to the organization, or to an opposing soccer organization.
- Be aware that your public pages may be monitored by your coach, SASA, or outside organizations and content or behavior demonstrated in social media may be subject to sanction under SASA or Members organization Discipline and Complaints Policy.
- If you feel pressured or harassed by someone in a social medium, please report it to your coach, club official, or to SASA.

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- Be cautious of what you post unrelated to soccer, as this affects your personal brand and can be damaging to you as a person.

Any social media posts, or team emails that are reported or discovered that are negative and/or harmful in any way to the association, to a team, to a player, or to an outside organization, will be reviewed by the Executive committee and disciplinary action will be determined based on the severity of the message.

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