

MYAA Social Media & Digital Communication Policy

Purpose

The purpose of this Social Media Policy is to protect the reputation, integrity, and participants of the Medford Youth Athletic Association (MYAA). Social media can be a valuable tool for communication and promotion; however, inappropriate use can harm individuals, teams, and the organization. This policy applies to all players, coaches, parents/guardians, volunteers, commissioners, and board members representing MYAA in any capacity. Participants may be held personally liable for any actions and commentary deemed to be defamatory, obscene, or libelous, whether pertaining to MYAA, individuals, or any other company.

1. General Expectations

All individuals affiliated with MYAA are expected to use social media responsibly, respectfully, and in a way that reflects positively on the organization. Social media includes, but is not limited to: Facebook, Instagram, X (Twitter), TikTok, Snapchat, YouTube, and any online forum, blog, gaming, or messaging platforms.

- Conduct themselves online as they would in person - demonstrating respect, honesty, and sportsmanship.
- Understand that posts, photos, and comments are public and permanent, even if deleted.
- Never share private, confidential, or sensitive information related to MYAA, its players, or families.
- Represent MYAA with integrity, remembering that online actions reflect on the organization as a whole.
- All media inquiries must be forwarded to the Executive Board.

2. Prohibited Conduct

The following behavior is strictly prohibited on all social media platforms:

- Posting or sharing offensive, profane, or discriminatory content.
- Engaging in cyberbullying, harassment, or intimidation toward players, parents, coaches, officials, or opponents.
- Sharing photos or videos of minors without parental consent.
- Posting negative comments about referees, coaches, players, teams, or league decisions.
- Disclosing confidential information, including disciplinary matters or board discussions.
- Impersonating MYAA or creating unauthorized social media accounts in the name of MYAA or its teams.
- Promoting or discussing the use of alcohol, drugs, or inappropriate behavior in connection with MYAA activities.

3. Coaches and Commissioners

In addition to the general rules, MYAA coaches and commissioners always represent MYAA. They must:

- Use social media for positive team communication and official updates only.
- Never communicate privately with players through personal accounts (texts, DMs, or social apps).
- Direct all team communication through approved channels such as TeamSnap or league email.
- Avoid posting content that could be seen as favoritism, criticism, or endorsement of conflicts.
- Report any inappropriate or concerning online behavior involving MYAA participants to the Executive Board immediately.

4. Parents and Guardians

Parents play an essential role in supporting MYAA's values online and must always represent MYAA. They are expected to:

- Model appropriate digital behavior and avoid posting negative or inflammatory comments about coaches, players, or officials.
- Direct concerns through appropriate communication channels, not public platforms.
- Use your best judgement when posting team photos or videos that include other children. For example, not posting other children's last names.
- Support and reinforce MYAA's mission of sportsmanship and respect both on and off the field.

5. Players

Players represent MYAA at all times. They must:

- Use social media to celebrate achievements, teamwork, and positivity.

- Refrain from trash-talking, posting inappropriate photos, or mocking opponents.
- Never post anything that could be interpreted as bullying, harassment, or discrimination.
- Understand that online conduct can affect team placement, eligibility, and disciplinary status.

6. Disciplinary Action

Violations of this Social Media Policy may result in disciplinary action by MYAA, including:

- Verbal or written warning
- Temporary or permanent suspension from MYAA activities
- Removal from coaching or leadership positions
- Referral to local authorities if necessary

All decisions are at the discretion of the MYAA Executive Board and are intended to protect the integrity of the organization and its members.

7. Do Not Photo Request Policy

- Parents or guardians who do not want their child photographed or included in team photos, league photos, or media must notify the sport's Commissioner at the time of registration.
- The request should be clearly indicated during the registration process or submitted in writing to the Commissioner to ensure proper documentation.
- Coaches should make reasonable efforts to ensure the child is not included in team photographs, promotional images, or social media posts associated with MYAA activities.
- While MYAA and its coaches will take reasonable steps to respect these requests, the organization cannot control photographs taken by spectators, parents, or third parties during games or events.
- Parents are encouraged to remind coaches at the beginning of the season of any approved "Do Not Photograph" request to help ensure compliance.

8. Acknowledgment

All MYAA participants (players, coaches, parents/guardians, volunteers, commissioners, and board members) must acknowledge and adhere to this policy as a condition of participation. By engaging with or representing MYAA online, you agree to follow the standards outlined above.

Participant Name (Print)

Signature / Date