



# RUSH CANADA SOCCER ACADEMY

## Social Media & Communications Policy

At Rush Canada Soccer Academy (“Rush Canada”), we recognize the value of communication tools, including social media, email, messaging apps, and team-managed platforms, in enhancing our community and supporting our athletes. However, we also understand the potential risks associated with their misuse. This policy is intended to promote respectful, responsible, and brand-aligned communication across all channels affiliated with Rush Canada.

### **1. Scope of Policy**

This policy applies to:

- All players and parents/guardians affiliated with Rush Canada.
- Social media platforms, including but not limited to: Instagram, X (formerly Twitter), Facebook, TikTok, Threads, YouTube, and Snapchat.
- Email, text messaging, and private messaging platforms such as WhatsApp, GroupMe, and similar apps.
- Team or group accounts managed by parents or team volunteers that represent or are associated with Rush Canada.

### **2. Code of Conduct for Digital Communication**

All communication and content associated with Rush Canada must:

- Reflect the values of respect, inclusion, sportsmanship, and professionalism.
- DO NOT use profanity, derogatory remarks, or personal attacks targeting players, coaches, officials, opposing teams, referees, or organizations.
- Refrain from commenting publicly on game outcomes, referee decisions, team selections, or internal club matters.
- Protect the privacy and safety of all players and staff—never share sensitive personal information, contact details, or locations without permission.
- **At no time should anything be posted to or about another organization.** Any concerns with a player, coach or parent must first be addressed with your team’s Head Coach who will escalate to the Academy Directors and from there steps can be taken.

### **3. Branding and Team Accounts**

- Any team or event-specific accounts operated by parents or team volunteers must:
  - Identify themselves clearly as unofficial or team-specific accounts (e.g., “Rush Canada 2010 Boys – Team Account”).
  - Use only approved Rush Canada logos and use colours consistent with the Academies primary colours (Black, Blue, White & Grey).
  - Colours affiliated with awareness posts (such as pink used for Breast Cancer) is acceptable.
  - Unauthorized alterations of logos are strictly prohibited.
  - Ensure posted content aligns with the academy's image and standards.
  - Please note, no scores are to be posted for Grassroots, regional or OPDL matches playing U13 or below.

### **4. Email and Direct Messaging**

- Internal communication with coaches and academy staff must be respectful and constructive in tone.
- Players and parents are expected to follow proper channels for complaints, concerns, or disputes. Social media or group chats are not appropriate forums for addressing private or sensitive issues.
- Group chats that include minors must always include at least one adult (coach or manager), and all communication must be age-appropriate and respectful.
- At no time should anything be sent from a Rush parent or player complaining about a coach, player or official who is associated with another academy or club directly to that club or academy. Any concerns relating to another program should be discussed with your teams head coach.



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### **5. Disciplinary Action for Policy Violations**

Failure to comply with this policy may result in disciplinary action, including but not limited to:

- Written warning for the first offense.
- Player suspension from training, matches, or team activities.
- Removal of posting privileges for team-managed accounts or revocation of account operation rights.
- Temporary or permanent dismissal from Rush Canada Soccer Academy in serious or repeat cases.

All violations will be reviewed by Rush Canada leadership and decisions will be made at the sole discretion of the Academy.

### **6. Reporting a Concern**

To report inappropriate content or communication related to Rush Canada, please email [info@rushcanada.com](mailto:info@rushcanada.com) with screenshots and a description of the incident. Reports will be reviewed confidentially and handled promptly.



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