

East County Revolution Football Club

Social Media Guidelines

Approved by the Board – August 9, 2023, Amended - September 25, 2023
, Amended - January 22, 2024



Creating a social media account is a great way for teams to share game footage and photos. The guidelines below will help all teams provide a safe and fun online experience while sharing the values of East County Revolution Football Club.

Section A - General Guidelines:

1. Please ensure that all photos, videos, music, and any other media included on the account are appropriate and family friendly. We do not condone foul language, unsportsmanlike conduct, negative or threatening content, engagement with any competitors in an inappropriate way, negative comments about game officials or calls, a violation of intellectual property rights or privacy laws, or content that might contribute to an illegal or unsafe environment.
2. Social media is viewable and open to the public. If there is any doubt about sharing content on a site, then do not proceed. Posts, comments, likes, follows, and shares can have consequences that can affect the organization and our reputation. If needed, seek advice from the Club admin team at office@revolutionfc.org.
3. Any facts shared via social media should be proved valid prior to posting. In addition, all grammar, spelling, and punctuation should be checked.
4. Always treat individuals who comment or send direct messages with appropriate respect and due diligence. When addressing negative and/or controversial feedback, remain polite, non-defensive, and appropriate.
5. Please be sure to utilize the organization's appropriate graphics and components that appear on the Marketing webpage. The page is vital in helping accounts promote and protect the organization's identity in a consistent manner.
6. Provide parents the opportunity to opt out of including their child in social media posts. This is a good topic for a team meeting.

Section B - Interacting with the Official Club Account (@ECRevolutionFC):

1. The Webmaster posts team content that is shared with the account, through means of email and social media. The rate at which teams are featured online are the rate at which they are submitting content. If a team would like to be featured, please submit content to the Webmaster.
2. Please tag our official Revolution FC account in media that you give permission for us to repost on the main account, or alternatively you can email content to the Club admin team at office@revolutionfc.org.
3. Please do not invite the official account to be a collaborator on media posted from your Instagram account. We are unable to accept requests of this nature to ensure that we retain control over all content posted on the organization's official page for reputation management and moderation purposes.
4. Revolution FC aims to post timely and relevant content. Please share your media with the Webmaster in a timely manner for posting consideration.
5. Our official accounts will share fundraising posts for individual teams on Facebook and Instagram "stories" only. "Feed" posts will not be considered in order to ensure fairness and that important program information from the club is easily found on that platform.

If you have any further questions or concerns regarding social media and club standards, please contact the Club admin team at office@revolutionfc.org.