

# JJFC social media policy

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## 1 Background & objective

As a member-driven, non-profit community soccer club, it is important for JJFC to engage with its existing members (i.e., parents and players), cultivate a passion for soccer within our community and attract new members through increased community visibility and engagement.

The responsible and effective use of social media is a key enabler for this function, by celebrating the successes of our teams and players, and promoting healthy community engagement and conversation around the club.

## 2 Policy purpose

The purpose of this policy is to define how JJFC **uses** social media (section 3) and provide **guidelines** on its usage, including when posting content (section 4).

## 3 How JJFC uses Social Media

1. JJFC maintains accounts on two social media platforms: **Facebook** and **Instagram**. Both platforms are owned by Meta, which enables authorized users to access both platforms through a linked JJFC account, and posts to Facebook and Instagram to be cross-posted.
2. **Designated JJFC personnel** approved by the board are empowered to post content from these accounts on behalf of the club. To avoid bottlenecks, posts from the designated users are not subject to review and approval prior to posting, however they must follow the guidelines provided in section 4.
3. All posts from the JJFC accounts are tagged with **#JohnJayFC** and **#SCORE** (an acronym of the club's values of sportsmanship, confidence, ownership, respect and enjoyment).
4. Posts from the club's social media accounts can include content related to:
  - Games and training sessions – including photos and videos that showcase the club, its teams and players
  - Events (including before the event to raise interest, and during/after the event)
    - Social and fundraising
    - JJFC tournaments (e.g., Labor Day tournament)
    - Camps (including those organized by affiliated entities)
  - Information related to forthcoming club initiatives, such as travel try-outs or registration drives

- Special announcements, such as new coaches, board members, etc.
- 5. It is NOT intended that JJFC social media posts be used to advise parents on changes to games or practice schedules, weather cancellations etc.
- 6. At the point of travel and academy registration, parents may indicate that they do not wish photos or videos of their enrolled child(ren) to be used in JJFC social posts
- 7. In addition to the postings from the JJFC accounts, current and prospective parents and players are also encouraged to post appropriate content via their own personal accounts using the #johnjayFC and #SCORE hashtags.
- 8. JJFC will review social media metrics periodically to determine the effectiveness of this policy, including number of followers, posts, etc.

## 4 Guidelines for JJFC posts

When posting content on behalf of the club, designated, approved personnel will follow the below guidelines at all times.

All JJFC social media posts will:

1. Be sensitive to the potential risks posed by social media to children, including avoiding content which may inadvertently cause children to seek affirmation or validation through social media
2. Align with, and promote our values of sportsmanship, confidence, ownership, respect and enjoyment (SCORE)
3. Abide by any non-usage requests signed by parent members regarding the potential use of their child's photo or video on a JJFC social media post
4. Show the club, staff, parents and players in a positive light
5. Be courteous, constructive and considerate
6. Respect any and all confidentiality requirements or privacy requests
7. Respect copyright laws and give credit when sharing content created by others
8. Avoid overt promotion or sponsorship of private companies that distract from JJFC's mission