



Social Media Policy

Policy overview and purpose

Social media is changing the way we communicate.

This policy has been developed to inform our football community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimizing potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to CVMFA.

This policy contains guidelines for the CVMFA community to engage in social media use. It also includes details of breaches of the policy.

Underlying principles

This policy compliment CVMFA's core values and mission statement:

The mission of the "Mid-Penn Elite Youth Football Association" is to develop the foundational values and skills within our young athletes that are required to be successful in both football and in life. This focused development allows our athletes to be well prepared as the transition to their respective High School Programs. CVMFA will properly foster a safe, fun, and positive environment for our players and properly represent the values of teamwork, sportsmanship and competitiveness.

CVMFA is responsible for all matters related to this policy.

Coverage

This policy applies to all persons who are involved with the activities of CVMFA, whether they are in a paid or unpaid/voluntary capacity and including:

- Members, including life members of CVMFA;
- Persons appointed or elected to CVMFA boards, committees and sub-committees;
- Members of the CVMFA Executive Board;
- Support personnel, including team representatives, managers, sport trainers and others;
- Coaches and assistant coaches;
- Athletes;
- Referees, umpires and other officials;
- Team Organizations and all representatives of Team Organizations and;
- ANY OTHER PERSON TO WHOM THE POLICY MAY APPLY, INCLUDING BUT NOT LIMITES TO: SPECTATORS, FANS AND FAMILY MEMBERS.



Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, WordPress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc.)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Online voting or polls
- Public, closed and private online groups, chatrooms, forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. an officially designated individual representing CVMFA on social media; and
2. if you are posting content on social media in relation to CVMFA that might affect CVMFA's business, products, services, events, sponsors, members or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to CVMFA or its business, team organizations, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to CVMFA may still be regulated by other policies, rules or regulations of CVMFA.

Using social media in an official capacity

You must be authorized by the CVMFA Executive Board of Directors before engaging in social media as a representative of CVMFA.

As a part of CVMFA's community, you are an extension of the CVMFA brand.

As such, the boundaries between when you are representing yourself and when you are representing CVMFA can often be blurred. This becomes even more of an issue as you increase your profile or position within CVMFA. Therefore, it is important that you represent both yourself and CVMFA appropriately online at all times.



Guidelines

You must adhere to the following guidelines when using social media related to CVMFA or its business, products, team organizations, competitions, teams, participants, services, events, sponsors, members or reputation.

Use common sense

Whenever you are unsure as to whether or not the content you wish to share is appropriate, refrain from sharing the content.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for CVMFA.

Protecting your privacy

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone and everyone to see, even if you feel confident that a particular individual or group would never see it.

You should also be cautious about disclosing your personal details.

Honesty

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. The CVMFA recommends erring on the side of caution – **if in doubt, do not post or upload.**

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts and closed or private groups you administer or actively participate in.

Use of disclaimers

Wherever practical, include a prominent disclaimer stating who you are affiliated with (e.g. member of CVMFA) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but it may not have legal effect.

Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of CVMFA's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of CVMFA.

Within the scope of your authorization by CVMFA, it is perfectly acceptable to talk about CVMFA and have a dialogue with the community, but it is not okay to publish confidential information of CVMFA.



Confidential information includes things such as details about litigation, unreleased information and unpublished details about but not limited to: our board, team organizations, teams, coaching practices, financial information and trade secrets.

When using social media, you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

Gaining permission when publishing a person's identifiable image

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

You should also refrain from posting any information or photos of a sensitive nature. This includes accidents, injuries, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image.

Complying with applicable laws

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying, misleading and deceptive content.

Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and CVMFA's own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

Discrimination, sexual harassment and bullying

The public in general, and CVMFA's members, reflect a diverse set of customs, values, and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media, you are also bound by CVMFA's values and Zero Tolerance Policy.



Avoiding controversial issues

Within the scope of your authorization by CVMFA, if you see misrepresentations made about CVMFA in the media, you may point that out to the relevant authority in your Team Organization. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

Dealing with mistakes

If Team Organization or a member of that Team Organization makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses Team Organization or a member of that Team Organization of posting something improper, address it promptly and appropriately and if necessary, seek legal advice.

Conscientious behaviour and awareness of the consequences

Keep in mind that what you write and post is your responsibility, and failure to abide by these guidelines could put your position, membership, affiliation, and Team Organization at risk.

Branding and intellectual property of CVMFA

You must not use any of CVMFA's intellectual property or imagery on your personal social media without prior approval from CVMFA Board of Directors.

CVMFA's intellectual property includes but is not limited to:

- Trademarks
- Logos
- Slogans
- Imagery which has been posted on CVMFA official social media sites or website.

You must not create either an official or unofficial CVMFA presence using the organization's trademarks or name without prior approval from CVMFA.

You must not imply that you are authorized to speak on behalf of CVMFA unless you have been given official authorization to do so by CVMFA Executive Board of Directors.

Where permission has been granted to create or administer an official social media presence for CVMFA, you must adhere to the CVMFA branding, Bylaws, Zero Tolerance Policy, and this Social Media Policy.

Policy breaches

Breaches of this policy include but are not limited to:

- Using CVMFA's name, motto, crest and/or logo in a way that would result in a negative impact for the Association, Team Organizations, teams, volunteers and/or its board members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game.
- Posting or sharing any content in breach of CVMFA's bylaws and Zero Tolerance Policy.
- Posting or sharing any content that is a breach of any local, state or Commonwealth laws, federal laws and child protective laws.



- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing CVMFA, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organization into disrepute is to lower the reputation of that person or organization in the eyes of the ordinary members of the public.
- Any other listed statement in this social medial policy that can be considered a breach.

Reporting a breach

If you notice inappropriate or unlawful content online relating to CVMFA, organization members, volunteers, players, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

Directly contact a CVMFA representative or any member of the CVMFA Board of Directors.

Further information about reporting breaches:

- For a complaint about the misuse of social media relating to a match or competition that occurs either prior to, during, or after a game; refer to the PIAA Constitution and Bylaws and the CVMFA Bylaws
- For a complaint about the misuse of social media that is general in nature and/or ongoing and does not apply to a particular game; refer to CVMFA Bylaws or contact a CVMFA representative and any member of the CVMFA Board of Directors.

Investigation

Alleged breaches of this social media policy may be investigated by the CVMFA Executive Board of Directors.

Where it is considered necessary, Mid Penn Elite Football Association Executive Board of Directors may report a breach of this social media policy to local, state, and federal law enforcement.

Disciplinary process, consequences and appeals

Depending on the circumstances, breaches of this policy may be dealt with at the discretion of the CVMFA Executive Board of Directors.

Any and all individuals or groups listed in the COVERAGE section of this Social Media Policy who breach this policy may face disciplinary action up to and including an immediate 5-year suspension from any type of participation or volunteer capacity within the CVMFA.

Appeals

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal at the discretion of the CVMFA Executive Board of Directors.

Related policies

- Zero Tolerance Policy
- MPEYFA Bylaws
- PIAA Bylaws and Constitution
- Team Organization Member Protection Policy
- PA State Child Protection Policy
- PA Crimes Code
- U.S. Laws and Regulations



Other legal considerations that may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws
- Anti-discrimination laws
- Employment laws
- Advertising standards
- *Charter of Human Rights and Responsibilities Act 2006*
- *Information Privacy Act 2000*
- Equal opportunity laws
- Contempt of Court
- Gaming laws