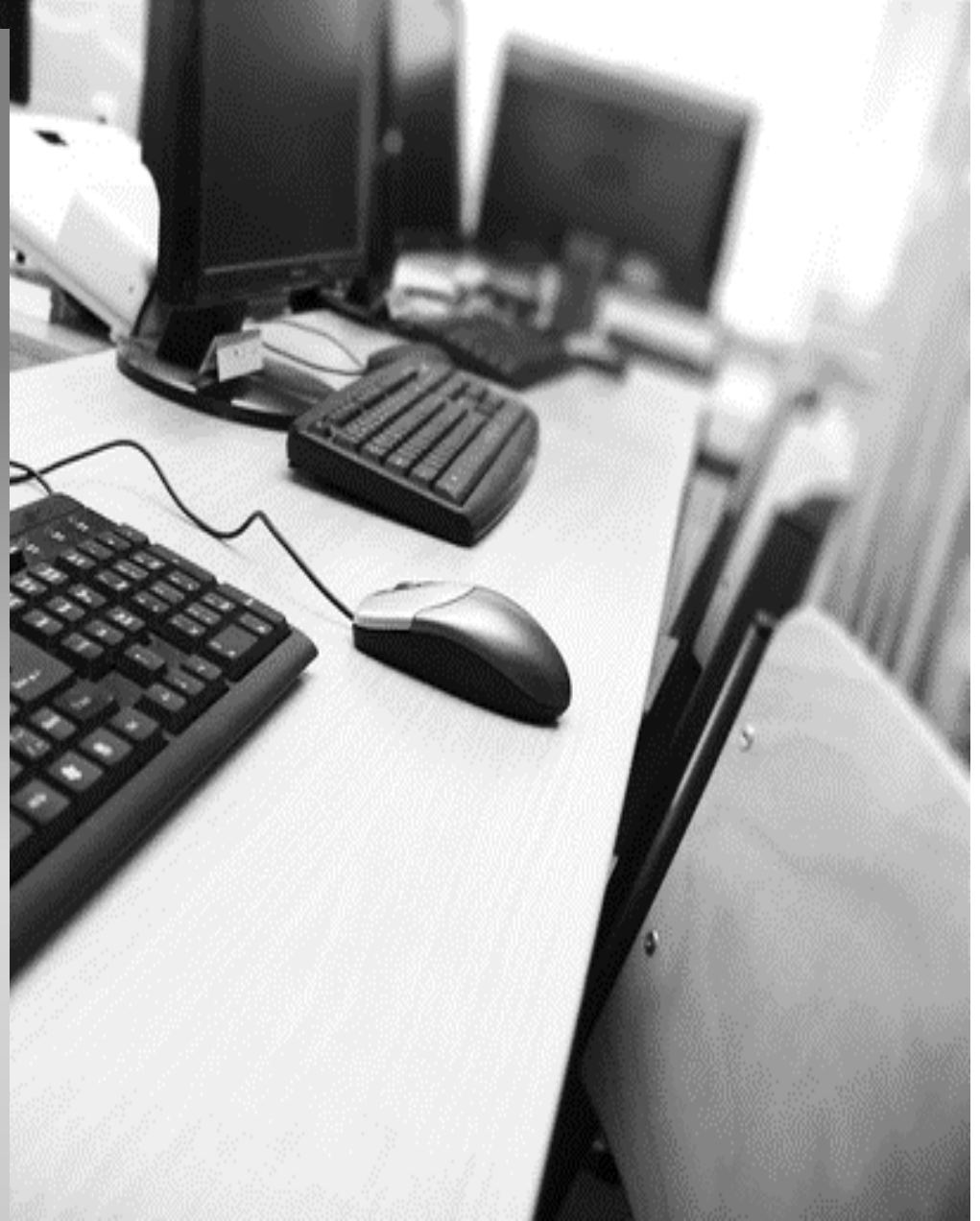

Social Media & Team Chat Guidelines



Team and Athlete
Best Practices



Introduction to the Guide

Just as with traditional media, we have an opportunity – and a responsibility – to effectively manage Surrey United's reputation online. Social Media is without a doubt an exceptional and convenient method of communicating and sharing information around the world and apps like Snapchat and Whatsapp have provided easy methods of group chat environments. With these tools at our fingertips, it is important to provide appropriate guidelines and best practices for athletes and coaches utilizing these communication tools. Using these tools in an **inappropriate manner can have negative consequences on the individual, the coach, the team, the Club.**

This guide is intended to compliment Surrey United's Social Media Policy and provide expectations and best practices for use of social media and other communication by Surrey United athletes, coaches and their teams.

Official Surrey United Social Media Accounts

The purpose of the Club's official social media presence is to:

- Promote the Club and Club community
- Communicate Club events
- Celebrate Club and its players / team achievements
- Promote the sport of soccer and the pathway

The purpose of the Club's official social media presence is not to:

- Promote religious or political matters / events
- Take a position on any industry events
- Convey any unsportsmanlike behaviours
- Encourage public "banter" in any form

Expectations for Personal Social Media Use

Many Surrey United teams enjoy sharing their successes and challenges on **unofficial, Club-related** social media platforms. Surrey United is extremely supportive of this practice when used appropriately **and** respects the rights of its members, staff and players to use blogs and other social media tools as a form of self-expression. It is important that everyone affiliated with the Club is aware of the implications of engaging in forms of social media and online conversations that reference the Club and recognize when Club has a vested interest and might be held responsible for the behavior of others. There is a difference in speaking "on behalf of the Club or team" and speaking "about" the Club or team.

There are some guidelines and expectations when using social media to represent Surrey United that should always be followed, namely:

- Accounts using the Surrey United logo, "SUSC", "Surrey United" or other affiliated Club reference in their accounts will be held to a higher standard and must include the following statement on their account page:
This account is not an official Surrey United Soccer Club account.
- Remember everything you post is a representation of the players, coaches, parents, athletes and Surrey United, follow the SUSC Social Media Policy (<https://www.surreyunitedsoccer.com/club-policies>)
- Feel free to tag the Club's official accounts in your posts or use the hashtag **#surreyunitedsoccer**
- Report to a Club Executive member any misuse of or negative comments about Surrey United Soccer Club found on social media platforms, do not personally respond to, comment on or otherwise engage in any online discussion in response to these
- The Club reserves the right to request an account be shut down where these guidelines or the Club policy are not followed

Group Chat Protocol and Best Practices

Coaches/Managers should:

- Be aware of all group chats including the general tone and mood of the chats
- Speak to players about guidelines and rules of group chats (see below)
- Understand the intention of the group chat and its purpose, monitor as necessary
- Immediately address any comments that are controversial (either blatantly or possibly)
- Make Club TD aware of any controversial issues
- Request chats be kept to reasonable hours
- Ensure no non-team members are included/added

Team/Group chats or posts should:

- Be open to all players on team, include coach and managers
- Have a purpose and intention behind the group chat
- Keep chats to reasonable hours
- Ensure no non-team members are included/added
- Be full of positive comments and comments intended to enhance team bonding
- Be respectful
- Always represent the Club in a positive way and in accordance with Club/BC Soccer/CSA codes of conduct
- Encourage players to consider the following three questions before they post:
 - Is this relevant?
 - Is this necessary?
 - Is this a good time to post?

Team/Group chats or posts may not:

- Directly discuss performances of players on the team
- Directly criticize (or name) players or coaches on their own team
- Directly criticize (or name) players on opposing teams
- Directly criticize opposing teams
- Overly boast about victories or championships
- Include inappropriate discussion, content, photos, gifs which are against codes of conduct or policies of the Club
- No posting of content considered to be "spam"

If teams fail to comply with these guidelines, the Club can insist on group chats being shutdown and/or all comments about the Club and team to cease immediately. It's important to note that players could face suspension if these guidelines or the Club policy are not followed.

Summary

You are responsible for your actions. Anything you post that can potentially tarnish your team, a teammate or Surrey United's image will ultimately be your responsibility. If you're about to publish something that makes you even the slightest bit uncomfortable, don't post it. Ultimately, what you publish is yours—as is the responsibility and consequences resulting from inappropriate posts. So be sure.

The Internet is permanent, even if you "remove/delete" it later or attempt to make it anonymous. Just because online conversations are often fleeting and immediate, do not underestimate the significance or permanence of social media and screen shots.

Team chats/groups and online media presence should be designed to interact in a positive manner, build rapport and bond with teammates. We encourage all players and teams to be Club ambassadors at all times to be safe and have fun. Social media can be a great way to network and share special moments with friends and family. Be proud of your team successes and contributions by ensuring all communications and posts align with our Club policy.