

## EMSA SOCIAL MEDIA GUIDELINES

The Elgin Middlesex Soccer Association recognizes the importance of using social media services to improve communications within our environment. These services include Facebook, YouTube, Twitter, Google Calendar and multiple other social media tools not listed.

To ensure that these social media services are used in a positive manner, EMSA has developed the following guidelines:

- Any on line postings must be consistent with EMSA policies and guidelines and will apply to the EMSA Board of Directors, District technical trainers and coaching staff, committee members and office staff.
- EMSA initials, name, logo cannot be used for personal social media without the EMSA Board of Directors approval.
- The purpose of using social media services is to support the EMSA mission, goals and programs.
- Information, photos, or other representations of sexual content, inappropriate behavior or items that could be interpreted as demeaning or inflammatory are not permitted.
- Racial, sexist homophobic, anti-religious, threats of violence, harassment or any other comments of that nature to EMSA members or non-members.
- Negative comments about officiating is not permissible.
- Confidential or proprietary information or similar information of third parties who have shared such information with you on behalf of EMSA should not be shared publicly on these social media channels unless approved by the EMSA Board of Directors.
- A healthy dialogue with constructive criticism can be useful but refrain from engaging in dialogue that could disparage peers, executive members, or others within the community.
- Conduct yourself professionally. Be transparent and identify yourself as a member or employee of EMSA.
- EMSA encourages the use of social media channels but reminds users that at any time they can be perceived as being a spokesperson of EMSA. Think before posting and when in doubt, don't hit "send".

### Non-Compliance

The use of social media to engage in improper conduct is expressly prohibited by EMSA. Board members, committee members and employees who fail to comply with this policy may be subject of disciplinary action which may include a verbal/written warning, suspension or expulsion from EMSA, or termination of employment.

Approved by EMSA Board of Directors  
April 10, 2018