

**SOCIAL NETWORKING**  
**Policy for**  
**West Jefferson Youth Athletic**  
**Association, Inc.**

For Kids, About Kids

# West Jefferson Youth Athletic Association, Inc

## **I. Social Networking Policy**

West Jefferson Youth Athletic Association, Inc. ("WJYAA") recognizes the importance of the Internet in shaping the public's perception of our organization. WJYAA also recognizes the importance of our Board members, executive directors, participants, parents, members, sport coordinators, sport committee members, coaches, employees, and volunteers in leading and setting the tone of social media interactions in a manner that advances WJYAA's mission and goals.

Online, social media and other electronic communication tools such as text messaging have become a prevalent and effective means of personal and professional communication, and have fundamentally changed the way many people and organizations interact. This policy sets forth our expectations with respect to the use of online and social media, as well as other forms of electronic communications, by all WJYAA's coaches, players, parents, staff, volunteers and administrators.

The term "social media" as used in this policy encompasses a wide array of online media and communications and their scope is constantly evolving. For purposes of this policy, the terms "online media" and "social media" refer to internal and external websites, blogs, online social networks (e.g., Facebook, Twitter, LinkedIn), wikis, video and photo sharing sites (e.g., YouTube, SKYPE and Flickr, Instagram, Snapchat), and other forms of personal online publishing and discourse. Policies regarding text messaging, email and individual telephonic communications are also covered by these policies.

Social media forums are typically public. Even when using social media for purely personal purposes, a person's public expressions might affect their professional identity and the organizational interests of WJYAA and our members. Accordingly, anyone participating in social media must ensure that their participation is consistent with WJYAA policies. That said; WJYAA fully respects the interest our employees, parents, participants, members, contractors and coaches may have in participating in online and social media on a personal basis. What our employees, coaches, parents, participants, members, contractors and coaches do outside of WJYAA on their own time is normally their own business. However, activities of WJYAA employees, coaches, parents, participants, members, contractors outside of WJYAA that affect the organization's reputation, and coaches or coach's performance, the safety of our players, or other WJYAA personnel are within the scope of this policy.

Both on and off "the field", safety and youth protection should be a key focus. WJYAA is committed to be an advocate for youth and to keep children and their privacy safe, both online and off, and safety is always at the forefront of any considerations where social media usage is concerned. With these objectives in mind, all WJYAA staff, employees, parents, participants, members, contractors and coaches must be familiar with and adhere to this policy, regardless of whether they personally use social media, and this policy shall be posted online.

## **Mission Statement**

West Jefferson Youth Athletic Association Inc., is dedicated to the development of well-rounded youth through positive sports competition. We strive to develop fundamental skills through active participation of our players and to promote good sportsmanship from our players, coaches, and parents. West Jefferson Youth Athletic Association Inc., is dedicated to the support of the organized sports within and outside the boundaries of the Jefferson Local School District. WJYAA believes that our mission is to provide these organized sports with as many athletes as possible, that are as well prepared as possible for that next level. In accordance with Section 501 (c) (3) of The Federal Internal Revenue Code, the WJYAA shall operate exclusively as a nonprofit organization by providing youth sports and activities for this community and surrounding area's youth.

## **Applicability**

This Social Media Policy applies to all Board members, executive directors, sport coordinators, sport committee members, coaches, parents, members, employees, and volunteers ("WJYAA Members"). This Social Media Policy applies to all social media content posted by WJYAA employees, parents, participants, members, contractors and coaches in their professional and personal capacity to the extent such content is related to WJYAA.

## **Aspirations**

WJYAA strives to create a positive and inclusive organization that is dedicated to helping young athletes reach their potential. In furtherance of this goal, WJYAA aspires to engage members of the West Jefferson community in positive, honest, transparent, and knowledgeable dialogue about WJYAA through social media. WJYAA views social media as an important tool for communicating its successes and opportunities for athletic and individual development. WJYAA also views social media as a platform for receiving constructive feedback from the community and for discussing WJYAA's challenges and opportunities for improvement in a positive and constructive way.

## **Guidelines**

All WJYAA Members coaches, parents, participants, contractors shall abide by the following guidelines when using social media:

1. Be positive and respectful, and always take the high road. When disagreeing with others' opinions, remain appropriate and polite. If you find yourself in a situation online that is becoming antagonistic, ask the WJYAA Board of Directors or your sport Commissioner for advice on how to disengage from the dialogue in a polite and respectful manner that reflects well on WJYAA.
2. Do not post content that would harm WJYAA or damage WJYAA's reputation. Remember that even while you are on your own personal time, you are a representative of WJYAA, and people may interpret your online postings or social interactions as though they were official WJYAA statements.
3. Use good judgment when posting comments on any official WJYAA sites. Bear in mind that your comments can create liability for WJYAA. If you are unsure whether a comment is

appropriate to post, either do not post it or obtain prior approval from the President or Board of Directors.

4. Be smart about what you publish. Once something is posted, it exists online forever. Ask yourself, "would I want to see this published in the newspaper or posted on a billboard tomorrow or ten years from now?" If the answer is "no," do not post.

5. Encourage others to engage in positive interactions on social media. If you are concerned about any WJYAA Member's coaches, parents, participants, contractors use of social media, please bring your concerns to the attention of your sport coordinator or a member of the WJYAA Board of Directors.

6. Personally identifiable information (information, such as a name and date of birth and/or a street address which, when taken together, can identify a particular individual) should not be disclosed in any manner on or off official WJYAA social networking sites without the approval of the sport commissioner or WJYAA Board of Directors.

### **Violations of the Social Media Policy**

The WJYAA Board of Directors shall have the authority to monitor and enforce this Social Media Policy. The WJYAA Board of Directors, through the president shall have the authority to remove any inappropriate or offensive comments from official WJYAA sites and to block any individual or organization from posting on any official WJYAA social media platform if they determine, in their sole discretion, that such removal or block is in the best interests of WJYAA.

The failure of any WJYAA Member, coach, parent, participant, contractor to adhere to this Social Media Policy shall be considered a violation of the WJYAA Code of Conduct, and any WJYAA Member who fails to adhere to this Social Media Policy shall be subject to disciplinary action, up to and including termination of such individual's involvement in WJYAA, in accordance with the WJYAA Code of Conduct & Disciplinary Guidelines.

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