

Connecticut Junior Soccer Association Social Media Policy

Policy Statement

The Connecticut Junior Soccer Association (CJSA) will host social media platforms and online communities, such as Facebook, Twitter, YouTube and podcasts. CJSA employees and volunteers serving the organization as board members and committee members are encouraged to contribute to CJSA's social media platforms and online communities.

Application

This policy applies to all CJSA employees, the CJSA Board of Directors, committee members and anyone sanctioned by CJSA in any capacity (hereinafter "Covered Individual") . The policy will provide guidance in the proper usage of social media platforms and online communities on behalf of CJSA.

This policy does not apply to a Covered Individual's personal use of social media platforms and online communities.

Social Media Tools

Social media platforms and online communities allow users to share and upload media content such as text, photographs, videos, etc. to the Internet quickly and easily. Social networks can be an easy and effective way to communicate with members.

Purpose of Social Media

When posting media content to social networking sites it is important to remember the reasons for doing so. When using the CJSA social sites the goals are to:

- Promote the CJSA mission
- Reach a wider, more diverse audience
- Educate, inform and entertain
- Promote tournaments and events
- Encourage healthy debate with a view of finding solutions
- Learn more about the community

Roles and Responsibilities

There are two capacities in which Covered Individuals may use social networking sites: 1) Within the official CJSA pages, which are created and administered by CJSA, and 2) Within personal pages, which Covered Individuals have created and administer themselves.

When using social networking sites created and administered by CJSA, Covered Individuals should:

- Promote the mission, values and goals of CJSA
- Educate
- Inform
- Contribute

- Respect all members
- Withhold confidential information
- Respect the privacy of colleagues and fellow employees

When using social networking sites created and administered by CJSA, Covered Individuals agree to:

- Receive written permission from the CJSA Executive Director prior to use
- Take advice and direction on content from the CJSA Executive Director or CJSA Board of Directors
- Ensure content reflects the mission, values and goals of CJSA
- Make criticism or judgment in a courteous manner
- Admit to mistakes
- Ensure content and contacts remain the property of CJSA

When referring to CJSA in a personal capacity, Covered Individuals agree to:

- Uphold CJSA values and the Employee Code of Ethics
- Use their real name and identify themselves as a staff member of CJSA, when appropriate
- Show respect for their audience
- Be judicious about what they write
- Identify their comments or opinions as their own, not those of CJSA.

Moderation

All defamatory postings will be removed at CJSA's discretion. Defamatory postings include, but are not limited to, those that are racist, sexist, threatening, insulting, unlawful and intrusive to another's privacy.

Failure to Comply

Employees who fail to comply with this policy are subject to discipline, up to and including termination. Other Covered Individuals are subject to removal or loss of CJSA sanction.

Maintenance

CJSA staff members, identified by the CJSA Executive Director, are responsible for maintaining an online social media presence and analyzing results. This includes:

- Creating and posting new content regularly
- Uploading new photos and podcasts regularly
- Responding to posts and comments, when appropriate
- Removing outdated and inappropriate content
- Tracking usage and results

Implementation, Monitoring and Review

The CJSA Executive Director oversees the implementation and monitoring of this policy. The policy will be reviewed regularly by the CJSA Board of Directors.