



**Social Media Policy
V1.0**

February 2018

Social Media Policy



Purpose:

The purpose of the Social Media Policy is to give guidance on the promotion of Suburban Football Club and its members in good light over the various social media platforms.

Content:

- Promote Suburban FC news, announcements and information. (training schedules, team results, changes to schedules, postponements, etc)
- Promote Suburban FC team successes (Scores, League positions, provincial quals, Nationals quals)
- Promote Suburban FC individuals soccer achievements (NS Provincials, National, WCFC, etc)
- Relay Soccer Nova Scotia news and information
- Relay relevant material from other Nova Scotian clubs
- Relay Canadian Soccer Association news and information, especially about youth players/teams
- Relay Canadian Premier League related news
- Post generic coaching references
- Post generic soccer references

Policy

- We will respect the rights and confidentiality of others and not impersonate or falsely represent another person.
- We will correct inaccurate or misleading postings in a timely manner. We will not delete posts unless they violate our policies. Most changes will be made by adding to posts and we will mark any additions clearly
- We understand that respect goes both ways – we will use good judgment in our posts and respond in a respectful manner.
- We will not bully, intimidate, abuse, harass or threaten others (club members, opponents, officials, etc)
- We will not post content that is hateful, threatening, or incites violence against others, or post content that harms the reputation and good standing or those within its community
- We will respect intellectual property rights and protect personal and club information.

Social Media Policy



Guidelines

- Do not post anything with nudity or foul and abusive language.
- Do not post anything political.
- Do not post anything religious.
- Scrutinize content for suitability before posting, especially anything reposted.
- Do not pick fights.
- Correct mistakes straight away and always indicate any correction to the original post.
- Any possibly contentious posts or replies are to be discussed with other board members before any action is taken.
- If in any doubt – Do not post.

To get involved in Twitter:

To tag Suburban FC in any Tweets, type [@suburbanFC](#) in the text which will appear on the Suburban feed. We can then retweet these to a wider audience. Also use the hashtag [#sfcproud](#) to associate posts with Suburban FC.

Retweeting Suburban FC posts will share the original post to your followers.

To generate a wider audience the following tags for the Suburban District and SNS may be added:

[@SoccerNS](#) [@TitansBedford](#) [@Central_F_C](#) [@easthantsoccer](#)

To get involved in Facebook:

Share Suburban FC posts on your timeline so they are visible to your friends and also to any local groups you are a member of.