



South River Youth Athletics

Social Media Policy

South River Youth Athletics. ("SRYA") recognizes the importance of the Internet in shaping the public's perception of our organization. SRYA also recognizes the importance of our Board members, executive directors, sport coordinators, sport committee members, coaches and volunteers in leading and setting the tone of social media interactions in a manner that advances SRYA's mission and goals.

Mission Statement

SRYA is a non-profit organization administered by a volunteer board representing the South River Community at large, whose mission is to: promote, encourage, direct and operate athletic programs for the children and youth of the South River area, Anne Arundel County, Maryland. The association shall also strive to promote ideals of good citizenship as well as good sportsmanship through its athletic programs and activities, and for the benefit of the community.

Applicability

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

Aspirations

SRYA strives to create a positive and inclusive organization that is dedicated to helping young athletes reach their potential. In furtherance of this goal, SRYA aspires to engage members of the South River community in positive, honest, transparent, and knowledgeable dialogue about SRYA through social media. SRYA views social media as an important tool for communicating its successes and opportunities for athletic and individual development. SRYA also views social media as a platform for receiving constructive feedback from the community and for discussing SRYA's challenges and opportunities for improvement in a positive and constructive way. In this context, "social media" refers to any public internet posting that includes, but is not limited to, information, opinions, shared websites, videos, and images. This is not limited to any specific websites and may include, but not be limited to, personal websites, profile pages, and professional websites.

Guidelines

All SRYA Members 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 SRYA Board of Directors or your sport coordinator for advice on how to disengage from the dialogue in a polite and respectful manner that reflects well on SRYA.
1. Do not post content that would harm SRYA or damage SRYA's reputation. Remember that even while you are on your own personal time, you are a representative of SRYA, and people may interpret your online postings or social interactions as though they were official SRYA statements.
2. Use good judgment when posting comments on any official SRYA sites. Bear in mind that your comments can create liability for SRYA. If you are unsure whether a comment

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

3. 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.
4. Encourage others to engage in positive interactions on social media. If you are concerned about any SRYA Member’s use of social media, please bring your concerns to the attention of your sport coordinator or a member of the SRYA Board of Directors.
5. 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 official SRYA social networking sites without the approval of the sport coordinator or SRYA Board of Directors.

Violations of the Social Media Policy

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

The failure of any SRYA Member to adhere to this Social Media Policy shall be considered a violation of the SRYA Code of Conduct, and any SRYA 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 SRYA, in accordance with the SRYA Disciplinary Procedures. Failure to abide by decisions made by the Board of Directors is a violation in and of itself and may be treated as such.

April 2021