

# Social Media Policy

*Approved June 13, 2024*

The Lanark United Volleyball Club understands that advancements in technology are enabling new forms of social interaction and social media is a popular communication tool for players, parents, and coaches. LUVVC is also aware that social media is a venue where inappropriate behaviour and misconduct can occur.

Online activities related to LUVVC are an extension of the club and subject to all club expectations. Athlete and coach online behaviour should reflect the club in a positive way and adhere to the LUVVC and the OVA codes of conduct.

The following policies are meant to ensure the appropriate use of social media and online communication.

## **Texting, Email and Similar Electronic Communications**

If it is necessary for a coach or staff member to send a direct text message or email to a player, the following guidelines must be followed:

- It should be non-personal and for the purpose of communicating information about team activities.
- It must be signed so it is clear as to who is sending the message. Just using the number or email address for identification is not sufficient.
- It should never include or contain offensive, sexual, or inappropriate language or photos.
- The time of day and the number of messages sent should be considered.
- A parent (or guardian) should be copied if important logistics are discussed.
- Records should be kept of every coach's current cell number and email accounts.

When a player feels the need to text or email a coach or staff member, the following guidelines must be followed:

- It should be sent only with information regarding the organization or team or club activities.

## **Social Media**

- Model appropriate behaviour in social media befitting your status as a competitive athlete, a member of the Lanark United Volleyball Club and the OVA. As a representative of both LUVVC and the OVA, you have agreed to both the LUVVC's and OVA's Codes of Conduct and must follow that Code when you post material and interact with other people through social media.
- Be aware that your public Facebook page, Instagram, or Twitter feed may be viewed by the Lanark United Volleyball Club and content or behaviour demonstrated in social media may be subject to sanction under LUVVC's Discipline and Complaints Policy.

- In order to maintain a professional and appropriate relationship with athletes, coaches and other adult members should also refrain from interacting with athletes on their personal social media sites, especially if there is an athlete/coach relationship, and should not request or accept any athletes as 'friends' or 'followers' on social media sites. Coaches should also refrain from interacting with athletes on social media sites for purposes not related to the delivery of the athlete's development program.
- Players are never to post pictures of other club members or players that can be hurtful or embarrassing or without their permission.
- The use of any device of recording or transmitting visual images is strictly prohibited in showers, restrooms, changing rooms, or other areas where participants expect privacy.
- Protecting the identity and privacy of all Lanark United Volleyball Club players is required.
- Do not post names, photos, or identifying information at any time.
- Athletes, coaches and parents cannot be pressured into joining social media sites.
- Do not make social media sites the exclusive location for important information.
- Team communication through social media sites must be open, transparent, and professional in nature and for the purpose of communicating information about the team or club activities.
- Exercise appropriate discretion when using social media for your own personal communication with the knowledge that your behaviour may be used as a model for others.
- Social media sites should not be used to abuse or criticize the organization, members or players.

**Complaints and concerns about the conduct or behaviour of an athlete, coach, or guardian on social media can be addressed using the Lanark United Volleyball Complaint Protocol.**