

Social Media Policy

Approved: September 14, 2025

Lanark United Volleyball Club (LUVVC) understands and respects an individual's right to freedom of speech. The purpose of this policy is to provide guidance for club members' social media use, specifically regarding the direct discussion, reference or affiliation to LUVVC. Online activities related to LUVVC are an extension of the club and are subject to all club expectations. Athlete and coach online behaviour should reflect the Club in a positive way and adhere to the LUVVC Codes of Conduct as well as the OVA and Volleyball Canada Codes of Conduct.

10.1. Texting, Email, and Similar Electronic Communications

To ensure clear, appropriate, and safe communication, the LUVVC has established specific guidelines for electronic interactions (text messages and emails) between coaches/club representatives and athletes, and vice versa.

When a Coach or Club Representative Contacts an Athlete:

If a coach or club representative needs to send a direct text message or email to an athlete, they must adhere to the following:

- A guardian must always be copied on the message.
- The message must be signed so it's clear who or what organization is sending it. Using only a phone number or email address for identification is not sufficient.
- Communication should be non-personal and exclusively for the purpose of sharing information about team activities.
- Messages should never contain offensive, sexual, or inappropriate language or photos. Coaches and club representatives should also consider the time of day and the number of messages sent.
- Records of every coach's current cell number and email account should be maintained by the club.



When an Athlete Contacts a Coach or Club Representative:

When an athlete needs to text or email a coach or club representative, they must follow these guidelines:

- A guardian must always be copied on the message.
- The message should be sent only with information regarding the organization, team, or club activities.

These guidelines are in place to protect all parties and maintain a professional and safe environment for communication within LUVVC.

10.2. Social Media (Facebook, X, Instagram, VSCO, Snapchat, and similar)

LUVVC has established clear principles governing both professional use of their website and social media, as well as personal social media use when individuals are referencing or affiliating themselves with LUVVC.

General Expectations for All Members:

- Athletes, guardians, coaches, and administrators are expected to model appropriate behavior on social media that is befitting of the club.

Specific Guidelines for Coaches:

- Coaches are not to have direct contact with athletes on any athlete social media site.
- Coaches may not request or accept any athletes as 'friends' or 'followers' on social media sites.

Specific Guidelines for Athletes:

- Athletes are never to post pictures of other club members or players without first receiving their explicit consent.

These guidelines aim to ensure a safe, respectful, and professional online environment for all members of the Lanark United Volleyball Club.

10.3. Social Media Policy

The LUVVC emphasizes the importance of privacy and responsible conduct, both in person and online, for all its members.

Prohibited Use of Recording Devices:

- The use of any device for recording or transmitting visual images is strictly prohibited in showers, restrooms, changing rooms, or other areas where participants expect privacy.

Protecting Identity and Privacy:

- Protecting the identity and privacy of all LUVVC athletes is required.
- Do not post names, photos, or any other identifying information of teammates, coaches, or opponents at any time.

Social Media Best Practices:

- Do not make social media sites the exclusive location for important club information. Official communication channels should be prioritized for critical updates.
- Social media sites should not be used to abuse or criticize the organization, its members, or athletes.
- It is highly recommended that members keep LUVVC-related social media accounts separate from personal accounts, if practical. This helps maintain professional boundaries.
- Always remember that you are a representative of the Lanark United Volleyball Club at all times. Your actions, whether online or in person, reflect on the entire club.

These guidelines are designed to foster a safe, respectful, and professional environment for all members of the Lanark United Volleyball Club, ensuring privacy and positive representation.



LUVC takes violations of its policies seriously.

An individual who violates any of the club's policies may jeopardize their or their athlete's position on the team and within the club.

Immediate action will be taken that may result in disciplinary measures.

This clearly states that non-compliance can lead to serious repercussions for the individual and/or their athlete, including removal from the team or Club.

Please sign below to acknowledge your understanding of the LUVC Social Media Policy.

Guardian Signature

Date

Athlete Signature

Date

10.4. Photo and Media Consent Form

Lanark United Volleyball Club (LUVC) recognizes the importance of celebrating player achievements, promoting our programs, and building community awareness. Photographs, videos, and other media may be taken during practices, games, tournaments, events, and other club activities. These images may be used for promotional, educational, or celebratory purposes.

Consent

I, the undersigned guardian, give permission for photographs, video recordings, and/or digital images of my child to be taken and used by LUVC for the following purposes:

- Club website, newsletters, and printed materials
- Club-managed social media platforms (e.g., Facebook, Instagram, X, YouTube)
- Local or regional news coverage (print, broadcast, online)
- Event programs, posters, or promotional materials
- Internal presentations and recognition

I understand that:

- My athlete's name may be used alongside photos/videos unless I specifically request otherwise below.
- Images may be stored securely by the Club but will not be sold or shared with third parties for commercial use.
- I may withdraw consent in writing at any time; however, previously published materials cannot be recalled.

Consent Options (please check one):

- Full Consent – I consent to my athlete's image and name being used for the purposes listed above.
- Partial Consent – I consent to my athlete's image being used, but request that their name not be published.

No Consent – I do not consent to my athlete’s image or name being used in any club media.

Athlete Information

Athlete Name & Number: _____

Team: _____

Guardian Information

Guardian Name: _____

Signature: _____

Date: _____

Withdrawal of Consent

If you wish to withdraw or change your consent, please notify the Club in writing at:
secretary.lanarkunited@gmail.com