

Football Ontario Social Media Policy

Football Ontario employee's and members reflect a diverse set of customs, values and points of view. As representatives of Football Ontario, we require our membership to exercise good judgment in its use of Social Media websites and conduct themselves in a responsible and respectful manner. For the purposes of this policy, social media means any facility for online publication and commentary, including, without limitations, blogs, wikis, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, FourSquare and YouTube.

To assist in posting content and managing these sites, Football Ontario has developed policies and guidelines for official and personal use of social media. Football Ontario employees, board, volunteers and members are free to publish or comment via social media in accordance with this policy.

General Guidelines

1. The purpose of using these communication channels on behalf of Football Ontario is to support the club's mission, goals, programs, and sanctioned efforts, including club news, information, content and objectives.
2. When using an officially recognized social media channel, assume at all times that you are representing Football Ontario. Please refrain from reporting, speculating, discussing or giving any opinions on Football Ontario topics or personalities that could be considered sensitive, confidential or disparaging.
3. Confidential or proprietary club information or similar information of third parties, who have shared such information with you on behalf of Football Ontario, should not be shared publicly on these social media channels.
4. As in all communications, the employees, board and members should be consistent in their message; this message shall be in accord with Football Ontario's mission and vision. Members are not permitted to post information, photos, or other representations of inappropriate behaviour, or items that could be interpreted as demeaning or inflammatory. All communications will be respectful of others. This includes the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, and obscenity) but also proper consideration of privacy and objectionable topics, such as politics and religion.
5. Members are not permitted to tag players, coach or member's names, accounts or images; pictures or updates shall not disclose personal information.
6. Football Ontario's social media assets are to be used for positive interaction. Please refrain from any negative comments or criticism of anyone or anything; including other players, team officials, teams, clubs or referees. Additionally, board members and members are not permitted to comment on injuries, officiating, or team matters that could reasonably be expected to be confidential to team members.

7. Be mindful that all posted content is subject to review in accordance with Football Ontario's Privacy Policy. Football Ontario's logos and/or visual identity cannot be used for personal social media without the permission of the Executive Director.
8. When posting on behalf of Football Ontario on social networking sites, professionalism and quality control must be maintained in the communications. This includes ensuring the use of proper grammar, syntax, and style in every social media post and on the website.
9. Social media is not a place for business. Members will not use Football Ontario's social media platforms for personal gain or for personal promotion. This includes spamming followers or promoting goods and services that are not endorsed by the Alliance.
10. Social media is not a place to conduct business with potential partners, sponsors or other football clubs. All business inquiries should be followed up from an official Football Ontario email and should not be discussed on a social media platform, with no exceptions.
11. When material is posted on Football Ontario social networking sites that does not follow Football Ontario's Social Media Policy and Privacy Policy, that material will be removed promptly and the individual will be informed with the reason why it was removed. Policy violations may be subject to disciplinary action. It is not the intent of Football Ontario to police its social media accounts, so please, stay positive, humble and professional.

Guidelines for Posting

If you see a misrepresentation of Football Ontario in the media, you may point it out and report to the Executive Director. Lively conversations are encouraged on social media, but if you feel that the values of the alliance are being contradicted by a comment it must be addressed immediately. As a result, a statement similar to "Thank you to all involved in this discussion, it is great to see spirited free-speech on this platform; however, we ask that you be mindful of our social media policy available on the website" is encouraged to be posted if members feel uncomfortable with controversial discussions.

If an error is made about the club in an online post, correct it quickly. If you choose to modify an earlier post, make it known that you have done so. If accused of posting something improper, deal with it quickly.

Recommendations to effectively promote across multiple social media platforms:

- Include links to all social media sites in email signatures.
- Mention additional platforms when recommending our site, or posting it on all posters in the facility.
- Give permission and encourage others to share Football Ontario content.

Recommendations to increase effectiveness on Facebook:

- Keep content fresh and new, updating material every two or three days, but never more than twice a day.
- Use videos and pictures as it increases interaction on posts.
- Include links to the website or another external source.
- Use humour when appropriate to create entertainment value.
- Respond to comments on posts daily. Remember to interact positively with followers.

Recommendations to increase effectiveness on Twitter:

- Ask questions to invoke a discussion.
- Create a hashtag to follow discussions.
- When delivering news about a program, hashtag what division it is at the beginning of the tweet to make it simple to track for followers looking for tweets about a certain program.
 - For example: #HouseLeague: Coaches still needed for House League, discounts provided!
- Post stories, pictures and videos.
- Commenting and retweeting is important, however don't flood the timeline.