



Social Media Policy

This policy shall apply to all coaches, players, parents, guardians or other persons associated with Chaska Youth Softball Association regarding use of social media. This policy applies to the above participants on and off the field. The goal of CYSA is to assure that its participants – coaches, players, parents, guardians, fans, etc – maintain the highest standard of sportsmanship and ethical behavior at all times. Adherence to this policy shall be a condition for continued participation in the CYSA program. A parent/ guardian is required to acknowledge this policy in writing or electronically at registration and inform the participating player of the policy. This policy will be included in the CYSA Coaches Manual and must be acknowledged in writing or electronically by all head coaches and assistant coaches and collected by the Commissioner or Division Leader before the team's first practice. This policy will be documented on the CYSA website.

We have a zero tolerance policy for inappropriate use of social media.

Social media is defined to include: Web sites, Web logs (blogs), wikis, social networks (e.g. Twitter, Facebook, MySpace, LinkedIn, Flickr, YouTube, etc.), online forums, virtual worlds, email and any other social media generally available to the public or consumers.

Inappropriate is defined to include:

1. Players, parents, coaches, umpires or any participant associated with CYSA who denigrate (attack the character or reputation of, speak ill of, defame, disparage or belittle) other individuals players, teammates or evaluation processes as related to CYSA.
2. Parents, who send harassing emails, denigrate the evaluation process, or board members; or swear as it relates to CYSA.

REQUIREMENTS

All participants in CYSA are expected to serve as positive ambassadors of our organization and they should remember that they are role models to the players. Because readers of social media networks may view the participant as a representative of CYSA, CYSA requires participants to observe the following rules when referring to CYSA, the players, activities, volunteers, coaches, parents, umpires, etc., on any social media networks:

- A. Use of any social media network and postings, displays or communications on any social media network must comply with all state and federal laws and any CYSA policies and the CYSA code of conduct.

B. Participants must be respectful and professional in all communications (by word, image or other means). Participants shall not use obscene, profane or vulgar language on any social media network or engage in communications or conduct that is harassing, threatening, bullying, libelous or defamatory or that discusses or encourages any illegal activity or the inappropriate use of alcohol, use of illegal drugs, sexual behavior, or sexual harassment.

C. Participants may not act as a spokesperson for CYSA except as authorized by the CYSA Board of Directors.

- D. When authorized as a spokesperson for CYSA, participants must disclose their relationship with CYSA.
- E. Participants may not disclose information on any social media network that is confidential or proprietary to CYSA, its players, parents, coaches, umpires, etc, or that is protected by data privacy laws.
- F. Participants will be held responsible for the disclosure, whether purposeful or inadvertent, of confidential or private information, information that violates the privacy rights or other rights of a third party, or the content of anything posted on any social media network or internet site as it relates to CYSA.
- G. Anything related to CYSA posted on the participants Web site or Web log or other internet content for which the participant is responsible will be subject to all CYSA policies, rules, regulations or guidelines.

VIOLATION

A CYSA participant who is responsible for a social media network posting that fails to comply with the rules set forth in this policy may be subject to discipline as outlined in the CYSA Discipline Policy.

GUIDELINES

These are the guidelines for social media in CYSA. If you're a participant contributing to blogs, wikis, social networks, virtual worlds or any other kind of social media, these guidelines are for you. We expect all who participate in social media to understand and follow these guidelines. Failure to do so could put you at risk. These guidelines will continually evolve as new technologies and social networking tools emerge, so check back once in a while to make sure you are up to date.

It's your responsibility. What you write is ultimately your responsibility. If it seems inappropriate, use caution. What you publish is widely accessible and it will be around for a long time, so consider the content carefully. Trademark, copyright and fair use requirements must be respected.

Ensure the safety of the players. When participants choose to join or engage in the social networking groups, they do so as an ambassador of CYSA and have the responsibility for monitoring content and addressing inappropriate behavior or activity on these networks. This includes acting to protect the safety of minors online.

Be transparent. Your honesty-or dishonesty-will be quickly noticed in the social media environment. If you are posting about your involvement, use your real name and identify your relationship with CYSA. Be clear about your role; if you have a vested interest in something you are discussing, be the first to point it out.

Protect confidential information. Be thoughtful about what you publish. You must make sure you do not disclose or use confidential information. Players, parents, coaches and other participants should not be cited or obviously referenced without their approval. For example, ask permission before posting someone's picture in a social network or publishing a conversation that was meant to be private.

Respect your audience and other participants. Always express ideas and opinions in a respectful manner. Make sure your communications are in good taste. Do not denigrate or insult others. Remember that our communities reflect a diverse set of customs, values and points of view.

Keep your cool. One of the aims of social media is to create dialogue and people will not always agree on an issue. When confronted with a difference of opinion, stay cool. Sometimes, it's best to ignore a comment and not give it credibility by acknowledging it with a response.

Be careful with personal information. Make full use of privacy settings. Know how to disable anonymous postings and use moderating tools on your social media sites.

Be a positive role model.

Sources:

Minnetonka Public Schools Policy #470: Employee Use of Social Media and its guidelines

