
Toronto Azzurri



Soccer Club

SOCIAL MEDIA POLICY

Use of Social Media

The Toronto Azzurri Soccer Club (TASC), in addition to, and inline with the OS Social Media Policy, recognizes that social media sites like Facebook, Twitter, Youtube etc. have become important and influential communication channels for our community and our club. In this context, however, each member must remember that playing and competing for TASC is a privilege, not a right. No matter your role and as a member of the club, you represent TASC and you are expected to portray yourself, your team, and the Club in a positive manner at all times. Any online postings must therefore be consistent with Club guidelines. To assist in posting content and managing these sites, the TASC has developed this policy as a guide for official and personal use of social media. These policies and guidelines apply to the TASC Board, coaches, managers, assistants, players, parents and membership.

General Guidelines

- The Toronto Azzurri Soccer Club may choose to post club related social media content generated by executive, coaching staff and/or players/parents. The Toronto Azzurri Soccer Club's main social media accounts can be accessed through the club's Web site, and include:
 1. Website = <https://torontoazzurri.com>
 2. Facebook = <https://www.facebook.com/torontoazzurri/>
 3. Twitter = @TorontoAzzurri
 4. Instagram = @toronto_azzurri
 5. YouTube = www.youtube.com/TorontoAzzurriSoccerClub
- **IMPORTANT:** No other TASC websites, TASC YouTube channels, TASC Facebook pages, TASC Facebook groups, TASC Twitter accounts, TASC Instagram accounts, TASC Flickr, TASC Pinterest, TASC Instagram or any other social media sites with the TASC affiliation, title, caption or other may be allowed without the approval of the TASC board..
- The TASC initials, name, logos and/or visual identity cannot be used for personal social media without the club's Director of Communications and/or Board's permission.
- Prior to engaging in any new form of social media account or "handle" involving the TASC, you must receive permission from the Board by submitting your request to the Director of Communications.

- The purpose of using these communication channels on behalf of the TASC is to support the club's mission, goals, programs, and sanctioned efforts, including club news, information, content, objectives and general "soccer news".
- Posts on behalf of the TASC shall be either club, team, player or community related and of course only positive.
- Your personal social media account is not an appropriate place to distribute club News. If you have club information and news that you would like to announce to the public or media, please contact the Director of Communications.
- All social media post requests must be sent through to the Director of Communications.
- When using an officially recognized social media channel, and speaking in any way about or on behalf of the TASC, assume at all times that you are representing the TASC.
- Confidential or proprietary club information or similar information of third parties, who have shared such information with you on behalf of the TASC, should not be shared publicly on these social media channels.
- Avoid discussing or speculating on internal team or club policies or operations.
- Exercise discretion, thoughtfulness and respect for your peers, executive members, fans, opponents, coaching staff and the club's supporters/community (social media fans).
- Members are not permitted to post information, photos, or other representations of sexual content, inappropriate behaviour (e.g., drug or alcohol use), or items that could be interpreted as demeaning or inflammatory.
- Members are not permitted to post any racial, sexist, homophobic, anti-religious or any other comments of that nature to members or non-members.
- Members are not permitted to post any comments that could be deemed derogatory about other players, team officials, teams, clubs or referees.
- Members are not permitted to comment on injuries, officiating, or team matters that could reasonably be expected to be confidential to team members.
- Members are not permitted to post any threats of violence or harassment.
- Members must always follow the guidelines established by the Social Media website being used.
- A healthy dialog with constructive criticism can be useful but refrain from engaging in dialogue that could disparage peers, executive members, fans, opponents, coaching staff and the club's supporters/community (social media fans).
- Be mindful that all posted content is subject to review in accordance with the Toronto Azzurri Soccer Club's Privacy Policy and Terms and Conditions.
- Please refrain from reporting, speculating, discussing or giving any opinions on the Toronto Azzurri Soccer Club's topics or personalities that could be considered sensitive, confidential or disparaging.
- The Toronto Azzurri Soccer Club does not monitor personal websites or social media channels - but will address issues that violate established Club Policies, Editorial, Graphic and Social Media guidelines.

- The TASC encourages players, executive members, fans, opponents, coaching staff and the club's supporters/community (social media fans) to use social media but reminds users that at any time they can be perceived as a spokesperson of the TASC.
- Refrain from posting scores at a youth level, especially those of a lopsided nature.

Best Practices and Reminders

- Everything you post is public information – any comment, text or photo placed online is completely out of your control the moment it is placed online – even if you limit access to your site. Information (including photos, videos, comments, and posters) may be accessible even after you remove it.
- Use caution when adding someone or inviting someone to be a friend.
- What you post may affect your future. Many university school admissions officers, scouts, professional teams, national governing bodies, volunteer organizations and employers review social networking sites as part of their overall evaluation of an athlete, candidate or employee. Carefully consider how you want people to perceive you before you give them a chance to misinterpret your information (including photos, videos, comments and postings).
- Similar to comments made in person, TASC will not tolerate disrespectful/offensive comments and behavior online towards TASC teams, coaches, & players and opposition teams, coaches, & players.
- Always think twice before posting. If you wouldn't want your parents, friends, coaches etc to read what you have posted then DON'T.
- Always be respectful, responsible and positive.
- Always remember the audience that will have access to your posts. Parents, friends, strangers, current / prospective player or employers etc.
- Always remember that every time you post, it is PERMANENT. Even if something is deleted it remains on the internet somewhere by someone.

Monitoring and Consequences

Any violation of these guidelines is subject to investigation and sanction by the TASC Board. The TASC Board reserves the right to determine appropriate sanctions for any violation of this Policy (such sanctions may vary from removal of the objectionable material, suspension or dismissal). Any violation of this Policy may be further subject to Disciplinary action under policies set by the OS (or until such time that Ontario Soccer issues a Social Networking Policy). Temporary or permanent suspension from the team / club may also occur.

Final Thoughts

If you have any doubt about posting content on these social media sites, please consult the TASC Director of Communications. Due to the evolving nature of social media, the policies and guidelines are subject to revision by the club's Board. We also welcome feedback from the club membership.