



Social Media Policy

This policy governs the conduct of employees, volunteers, and members of London – St. Thomas Croatia Soccer Club on social media.

“Social media” refers to any interactive computer-mediated technologies that facilitate the creation and sharing of information and other forms of expression via virtual communities and networks including but not limited to Facebook, Twitter, Instagram, LinkedIn, YouTube, SnapChat, Reddit and others.

LS Croatia SC volunteers, employees, and members are free to publish and comment via social media in accordance with this policy. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary.

All uses of social media must follow the same ethical standards that the Club must otherwise follow.

1. **Do not publish or share confidential information**

Confidential information includes but is not limited to:

- Unpublished details about LS Croatia SC financial information,
- Upcoming LS Croatia SC projects, membership, research, and/or secrets.

2. **Protect your own privacy.**

- Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the club website.
- Privacy settings that might allow others to post information or see information that is personal should be set to limit access.
- Do not post information that you would not want the public to see.

3. **Be Honest**

- Ensure that what you say is factually correct.
- Do not make dishonest, untrue, or misleading statements.
- Do not blog anonymously using pseudonyms or false screen names. Use your real name.
- Before discussing a matter in which you have a personal vested interest, declare



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it.

- Be cautious about disclosing personal details.

4. **Respect Copyright Laws**

- Never quote more than short excerpts of someone else's work.
- Attribute the work of others to the original author and source.

5. **Respect your audience, the Club, and your colleagues**

- Do not publish ethnic or racial slurs, defamatory comments, personal insults, or obscenity.
- If you choose to discuss controversial issues, do so with respect and sensitivity.
- Ensure all representations of LS Croatia SC are consistent with the Club's Constitution and policies.
- Make clear that your expressed views and opinions are yours alone and do not represent official views of the LS Croatia SC.

6. **Help protect our sponsors and partners**

- Do not identify or cite LS Croatia SC members, sponsors, or partners without their permission.
- Do not discuss confidential details of a sponsorship or partnership engagement.

7. **Admit and correct your mistakes**

- If you make a mistake, correct it immediately.

8. **Disclaimers are encouraged**

- It is common for social media users to be clear that they speak as individuals and not as an official representative of affiliated organizations, including work and extra-curricular activities.
- E.g. "Views expressed are my own and do not reflect the positions of LS Croatia SC."

LS Croatia SC members in violation of this policy may be subject to disciplinary actions, including termination of membership.