



SOCIAL MEDIA POLICY

Kentucky Youth Soccer Social Media & Electronic Communications Policy

Policy Statement

The Kentucky Youth Soccer Association (KYSA) will host social media platforms and online communities, such as Facebook, Twitter, Instagram, Google Hangouts and podcasts. KYSA employees are encouraged to contribute to KYSA's social media platforms and online communities while volunteers serving the organization as board and committee members are encouraged to interact with these platforms and communities.

Application

This policy uses the term "Adult Participants" to refer to those adults (aged 18 years and older) to whom these policies apply. Adult Participants are required to follow all policies included in KYSA's Safe Soccer Policy. Adult participants are defined as any adult (18 years of age or older) who is:

1. A member or license holder of a National Governing Body (NGB), Paralympic Sport Organization (PSO), Local Affiliate Organization (LAO), or United States Olympic and Paralympic Committee (USOPC);
 1. The United States Olympic and Paralympic Committee certifies U.S. Soccer
 2. U.S. Soccer is KYSA's National Governing Body
 3. KYSA is a local affiliate of U.S. Soccer and US Youth Soccer
 4. Member clubs and leagues are local affiliates of KYSA
2. An employee or board member of an NGB, PSO, LAO, or USOPC;
3. Within the governance or disciplinary jurisdiction of an NGB, PSO, LAO, or USOPC; or
4. Authorized, approved, or appointed by an NGB, PSO, LAO, or USOPC to have regular contact with or authority over Minor Athletes.

KYSA defines Adult Participants as:

- Any coach,
- assistant coach,
- team trainer,
- team manager,
- referee,
- League President,
- League Delegate,
- League official,
- League representative,
- Club President,
- Club Delegate,
- Club official,
- Club representative,
- KYSA administrator,
- KYSA Board of Directors member,
- contract labor employee,

or any other individual over the age of 18 seeking affiliation with KYSA or KYSA affiliated leagues whom has direct or indirect contact or influence on a youth player.

Many aspects of this policy are issued to protect "Minor Athletes" who participate in KYSA's programming. A Minor Athlete is an amateur athlete under 18 years of age who participates in, or participated within the previous 12 months in, an event, program, activity, or competition that is part of, or partially or fully under the jurisdiction



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of, an NGB, PSO, USOPC, or LAO. Although this policy focuses in many areas on concerns unique to Minor Athletes, these may be applicable and are designed to protect participants of all ages.

Please note that a “Close in Age” Exception exists within the different components of this policy. This exception applies to certain policies and allows for “In-Program” contact between an Adult Participant and a Minor Athlete if:

- The Adult Participant has no authority over the Minor Athlete; and
- The Adult Participant is not more than four (4) years older than the Minor Athlete.

This policy applies to all KYSA employees, the KYSA Board of Directors, committee members and anyone sanctioned by KYSA in any capacity (hereinafter “Covered Individual”) or who have regular contact with amateur athletes who are minors. The policy will provide guidance in the proper usage of social media platforms, online communities and proper electronic communication on behalf of KYSA.

This policy applies to a Covered Individual’s use of social media platforms, online communities and proper electronic communication through the organizations social media account and how individuals use their personal social media accounts with the organizations accounts. Covered Individuals should present oneself in a professional manner if their social media accounts are frequently intertwined with our organization.

Purpose of Social Media

When posting media content to social networking sites it is important to remember the reasons for doing so. When using the KYSA social sites the goals are to:

- Promote the KYSA mission
- Reach a wider, more diverse audience
- Educate, inform and entertain
- Promote tournaments and events
- Encourage healthy debate with a view of finding solutions
- Learn more about the community

When using social networking sites created and administered by KYSA, Covered Individuals should:

- Promote the mission, values and goals of KYSA
- Educate
- Inform
- Contribute
- Respect all members
- Withhold confidential information
- Respect the privacy of colleagues and fellow employees

When using social networking sites created and administered by KYSA, Covered Individuals agree to:

- Receive permission from the KYSA Executive Director prior to use
- Take advice and direction on content from the KYSA Executive Director
- Ensure content reflects the mission, values and goals of KYSA
- Make criticism or judgment in a courteous manner
- Admit to mistakes
- Ensure content and contacts remain the property of KYSA



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Electronic Communication

Approved Communication

- If a Participating Adult needs to communicate directly with an amateur athlete who is a minor via electronic communications, another Participating Adult or the minor's legal guardian will be copied.
- If a minor athlete communicates to the Participating Adult privately first, the Participating Adult should respond to the minor athlete with a copy to another Participating Adult or the minor's legal guardian.
- A Participating Adult communicating electronically to the entire team will copy another Participating Adult.
- Amateur athletes who are minors may "friend" the organization's official page.

Prohibited electronic communications

- Participating Adults are not permitted to communicate privately via electronic communications with amateur athletes who are minors, except under emergency circumstances.
- Participating Adults are not permitted to "private message," "instant message," "direct message", or send photos via Snapchat or Instagram to a minor athlete privately.
- Participating Adults are not permitted to maintain social media connections with minors; such adults are not permitted to accept new personal page requests on social media platforms from amateur athletes who are minors and existing social media connections with amateur athletes who are minors shall be discontinued

Legal guardians may request in writing that their child not be contacted through any form of electronic communication by the organization or by the organization's Participating Adults. The organization will abide by any such request that their child not be contacted via electronic communication, absent emergency circumstances.

Its recommended that any electronic communications will only be sent between the hours of 8:00 a.m. and 8:00 p.m.

Moderation

All defamatory postings will be removed at KYSA's discretion. Defamatory postings include, but are not limited to, those that are racist, sexist, threatening, insulting, unlawful and intrusive to another's privacy.

Failure to Comply

Employees who fail to comply with this policy are subject to discipline, up to and including termination. Other Covered Individuals are subject to removal.

Maintenance

KYSA staff members, identified by the KYSA Executive Director, are responsible for maintaining an online social media presence and analyzing results. This includes:

- Creating and managing a Social Media plan
- Creating and posting new content regularly
- Reviewing and approving all scheduled SM content prior to posting publicly.
- Responding to posts and comments, when appropriate
- Removing outdated and inappropriate content
- Tracking usage and results