

## **Missouri Youth Sports Association Social Media Policy**

Below are guidelines to follow when members of the Missouri Youth Sports Association (MYSA, also represented in this document as the League) community (Administrators and Coaches) are representing MYSA in social media spaces, regardless of whether these are considered professional or personal spaces.

### **Use good judgment**

- We expect good judgment in all situations. Behave in a way that will make you and others proud and reflect well on the League.
- Regardless of your privacy settings, assume that all of the information you have shared on your social network is public information.

### **Be respectful**

- Always treat others in a respectful, positive, and considerate manner.

### **Be responsible and ethical**

- Because you represent the League, please stick to discussing only those sports-related matters that are within your area of responsibility.
- Administrators and coaches should be open about their affiliation with the League and the role/position they hold.
- If you are someone's peer, interact with them online if you are so inclined. If you are a coach or administrator thinking about interacting with a player, consider the following questions before proceeding. What is the purpose of my interaction with a player? (If it is not related to your sports activities, reconsider using a social network.) What is the social network in which I propose to interact with a player? (If the social network in question has limited professional applications – Facebook, for instance – reconsider using that social network.) If you are uncertain how to proceed, consult your association board.
- Share and interact in a way that will enhance your reputation, the reputation of others, and the reputation of the League, rather than damage them.

### **Be a good listener**

- Keep in mind that one of the biggest benefits of social media is that it gives others another way to talk to you, ask questions directly, and share feedback.
- Be responsive to others when conversing online. Provide answers, thank people for their comments, and ask for further feedback, etc.

### **Be accurate and appropriate**

- Check all work for correct use of grammar and spelling before posting.

- A significant part of the interaction on blogs, Twitter, Facebook, and other social networks involves passing on interesting content or sharing links to helpful resources. However, never blindly repost a link without looking at the content first.
- Be sure to correct any mistake you make immediately, and make it clear what you've done to fix the mistake.
- Apologize for the mistake if the situation warrants it.
- If it's a major mistake (e.g., exposing private information or reporting confidential information), please let your association board know immediately so they can take the proper steps to help minimize the impact it may have.

### **Be confidential**

- Do not publish, post, or release information that is considered confidential or private. Online "conversations" are never private.
- Use caution if asked to share your birth date, address, and cell phone number on any website.

### **Respect private and personal information**

- To ensure your safety, be careful about the type and amount of personal information you provide.
- Avoid talking about personal schedules or situations.
- Never share or transmit personal information of players, parents, board members or coaches online.
- While taking care when posting to safeguard people's privacy, be sure – as necessary and appropriate – to give proper credit to sources. In cases of doubt, privacy should be the default.
- Generally, use only first names of players. There may be special circumstances where a player is widely known for a particular achievement, in which case the use of the full name may be appropriate. If there is any doubt, use only first names or ask your association board for guidance.
- Always respect the privacy of MYSA community members.

### **Post images with care**

- Respect brand, trademark, copyright information and/or images of the League.
- Do not caption photos with the names of current players.
- Do not post photos of players who are wards of the state without their guardian's permission.