



Social Media Policy: Team Pages and Content Guidelines

Introduction

This policy provides guidelines for the responsible use of social media by members of the Milton Magic FC (MYSC), including athletes, parents, coaches, volunteers, and staff. Its purpose is to ensure a positive, safe, and respectful digital presence that aligns with the club's values and goals.

Objectives

- Enhance the club's community engagement and marketing efforts.
- Maintain a positive and professional image of Milton Magic FC.
- Ensure the safety and privacy of all members.
- Promote collaboration within the club and with external stakeholders.

Scope

This policy applies to all social media activities related to or impacting Milton Magic FC, including team pages, personal accounts when representing Milton Magic FC, and interactions on official club channels.

Branding Guidelines

Use of Club Branding: All social media accounts and posts related to Milton Magic FC should consistently use official logos, colors, and branding elements.

Voice and Tone: Communications should reflect the club's Purpose, Vision, Mission and Values.

Purpose: Building community through sport

Vision: Our club is home for all

Mission: Creating lifelong soccer experiences

Values:

- Humble: We is greater than me
- Effort: Giving your personal best
- Accountable: Being proud
- Respect: Stand Together
- Trust: A belief in one another



Team Social Media Pages

Creation and Oversight: All teams within the Milton Magic FC may request to create their own social media page(s), specifically on platforms like Instagram, to promote team spirit, share updates, and celebrate achievements. However, the creation of these pages must be registered with the club's main office. Teams are required to provide the club with the following details for each team page. The below information shall be communicated in entirety via e-mail to: teamadmin@miltonmagic.com

- The social media platform used (e.g., Instagram).
- The username and URL of the team page.
- The login credentials (username and password) for administrative purposes.
- The complete list of who has access to/will be managing the social media account and the contact information (e-mail and mobile #) of each individual.

Content Collaboration: For *any and all posts* made by an individual team page, the Milton Magic FC main Instagram page *must be invited as a collaborator*. This ensures that the club's central body is aware of and can share in the team's public communications and achievements.

How to Add a Collaborator on Instagram

Here's how to add a collaborator in 5 easy steps:

1. Create a post as you normally would in the Instagram App
2. When you get to the final step, click "Tag People"
3. The click "Add Collaborator"
4. Type in the name of the account that you want to collaborate with
5. **Important!** The account that you input has to accept the collaboration request before it will show up on their feed.

Content Creation Schedule: From time to time, Milton Magic FC may request specific content from each team on a pre-scheduled basis. This content may be used to highlight our programs, players and teams. All teams within the Milton Magic FC are expected to abide by these schedules and provide content when requested.

Content Guidelines

Grassroots (Junior Development Program) Teams: Teams within the Grassroots or Junior Development Program (JDP), typically involving players younger than 13, are encouraged to focus on experience, celebrate achievement and performance rather than outcomes. Accordingly, these teams:



- Are encouraged to highlight player development, teamwork, skills improvement, participation, and fun aspects of the game in their posts.
- Are encouraged to focus on Milton Magic HEART values.
- Are encouraged to post schedule up upcoming games and events.
- Should not post game scores.
- Should only use first names of players and last initial (no full last names).

Youth Development Program (YDP) Teams: Teams within the Youth Development Program (YDP), involving players aged 13 and older, are subject to specific content guidelines regarding their opponents:

- Are encouraged to highlight player development, teamwork, skills improvement, participation, and fun aspects of the game in their posts.
- Are encouraged to focus on Milton Magic HEART values.
- Are encouraged to post schedule of upcoming games and events, tagging opponents, and creating shared awareness.
- Following the game, should not tag or mention their opponents in posts to maintain a respectful and positive online environment and focus on their own team's efforts and sportsmanship. Only tag an opponent in posts that do not reference the score and/or result.
- Following the game, only publicly available results should be posted (i.e., League, Cup and/or Tournament Games).
- Exhibition/Scrimmage scores etc. should not be posted, but results may be celebrated when not referencing the opponent.

Interaction Protocols

Engagement: Guidelines for responding to comments and messages to foster a positive online community TBD.

Negative Feedback: Steps for professionally addressing negative comments or feedback TBD.

Cyberbullying and Harassment

A zero-tolerance policy for cyberbullying or harassment, detailing the process for reporting and addressing such incidents.

Social Media Training

Providing training for members on safe and effective social media use, focusing on privacy, etiquette, and the impact of digital footprints TBD

Compliance and Enforcement

Monitoring: The club's social media coordinator, in collaboration with team coaches and managers, will monitor the team pages for adherence to these guidelines.



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Violations: Failure to comply with these guidelines may result in disciplinary action, which could include the removal of the team's social media privileges, in accordance with the club's disciplinary procedures.

Review and Acknowledgment

This policy will be reviewed on an ongoing basis to ensure it remains current with social media best practices and the evolving needs of the club and its members. All team coaches, managers, and relevant stakeholders must acknowledge their understanding and agreement to abide by these guidelines as part of their annual registration with the club.

