



Tri County Youth Football & Cheerleading Conference Social Media Policy

Applicability

The following is the Tri County Youth Football & Cheerleading Conference (TCYFCC) Social Media policy applicable to all TCYFCC Official members effective immediately. Official members are defined as Executive Board Members; Organization Presidents, Board Members, Trustees; and all football and cheer coaches, trainers and team parents. League and organization representatives are held to the highest standards of conduct and assume an obligation subordinate to their individual interests while their behavior enhances trust and public confidence. This policy applies to all social media content posted by TCYFCC Official Members in their professional and personal capacity to the extent such content is related to TCYFCC activities. Organizations may be held subject to disciplinary action for their member's violations.

Aspirations

TCYFCC strives to create a positive and inclusive conference that is dedicated to helping young athletes reach their potential. In furtherance of this goal, TCYFCC aspires to engage members of our communities in a positive, honest, transparent, and knowledgeable dialogue about TCYFCC through social media. TCYFCC views social media as an important tool for communicating its successes and opportunities for athletic and individual development. TCYFCC also views social media as a platform for receiving constructive feedback from the community and for discussing TCYFCC's challenges and opportunities for improvement in a positive and constructive way.

Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet. This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

NOTE: This policy does not apply to the personal use of social media not related to TCYFCC or its competitions, teams, participants, services, events, sponsors, members or reputation. However use of social media that does not directly refer to TCYFCC may be regulated if it includes promoting illegal acts, sexually explicit, hateful, racist, sexist or otherwise inappropriate content.

TCYFCC has 4 official internet sites controlled and maintained by the Executive Board.

- The main website located at <https://www.tcyfcc.com>
- The Magic Site located at <http://tcyfcc.league-magic.com/default.asp>
- A Facebook page located at <https://www.facebook.com/tcyfcc/>
- A Facebook Forum located at <https://www.facebook.com/groups/398065087045411>

Guidelines

Official Members must act in a respectful, courteous and sportsmanlike manner at all times toward other organizations and all TCYFCC members or participants. Social media will not be used to insult, harass, present offensive or inappropriate content or to misrepresent TCYFCC Organizations or any TCYFCC member or participant or the external football community. The Executive Board, by majority, will determine inappropriate content for corrective action.

All TCYFCC Official Members shall abide by the following guidelines when using social media:

- Be positive and respectful, and always take the high road. When disagreeing with others' opinions, remain appropriate and polite.
- Do not post content that would harm TCYFCC or damage TCYFCC's reputation.
- Use good judgment when posting since comments can create liability for TCYFCC.
- Personally identifiable information (information, such as a name and date of birth and/or a street address which, when taken together, can identify a particular individual) will not be disclosed in any manner on social networking sites of any member of TCYFCC.

When using any form of Social Media or internet sites, Official Members will:

- Respect the rights and confidentiality of others.
- Not impersonate or falsely represent another person.
- Not post or share offensive or threatening language or resort to personal abuse or attacks toward other members of the TCYFCC Community.
- Not post or share any material that incites violence or is illegal, harassing, hateful, abusive insulting, demeaning, intimidating, bullying, defamatory, profane, sexually explicit, indecent, misleading, defamatory or libelous, embarrassing to another member, discriminatory, racist, sexist or otherwise inappropriate.
- Not post or share content harmful to the reputation and standing of TCYFCC or members.
- Not use TCYFCC's name, motto, crest and/or logo in a way that would result in a negative impact for the organization, clubs and/or its members.
- Not use a TCYFCC Organization's name, motto, crest and/or logo in a way that would result in a negative impact for the organization, clubs and/or its members.
- Not post or share any content that is a breach of any state or federal law.
- Not post or share material that brings, or risks bringing TCYFCC, its affiliates, its sport, its officials, members or sponsors into disrepute.
- Not use the picture or likeness of a TCYFCC member in a negative or insulting manner.
- Not post or share any political posts on any TCYFCC site. Our sites are politics free.

Branding and intellectual property of TCYFCC

Unless approved by the TCYFCC Executive Board, Official Members must not use any part or derivative of TCYFCC's name, logo, audio or image on personally created social media sites or in any social media posting without prior approval from TCYFCC. Official Members may not act as admins or moderators on any past, present, or future unauthorized web site or social media page

using any part or derivative of the TCYFCC name, logo, or image without permission of the Executive Board.

Official Members will not surreptitiously or covertly record or livestream any closed TCYFCC meeting without permission regardless if the meeting is in a public or private setting. TCYFCC members have an expectation of privacy when acting on behalf of their organizations and each person that could possibly be video or audio recorded must grant written permission.

Violations of the Social Media Policy

The TCYFCC Executive Board shall have the authority to enforce this Social Media Policy, define violations, and take immediate disciplinary action. The TCYFCC Executive Board or appointed individuals have the authority to remove inappropriate or offensive comments from TCYFCC sites and block any individual if it is in the best interests of TCYFCC.

The failure of TCYFCC Official Members to adhere to this Social Media Policy on any social media or other site will be grounds for immediate disciplinary action as determined by a majority of the Executive Board. The Executive Board will consider the severity of the infraction and history of infractions and may use any of the below corrective actions at any time.

- Punitive Action 1: Verbal/Written Warning. Immediate suspension for participating or attending any TCYFCC activities until the Official Member is in compliance.
- Punitive Action 2: Written Warning and immediate one (1) week suspension from participating or attending any TCYFCC activities to include practice and games from the day the Official Member took corrective action and came into compliance.
- Punitive Action 3: Immediate indefinite suspension from attending or participating in any TCYFCC activities to include practice and games. The Executive Board will then refer the matter for investigation IAW Article XVI, Disciplinary Procedures, of the TCYFCC Bylaws. The member will remain suspended until the matter is resolved.

Any Official Member suspended is prohibited from attending or being on the premises of any TCYFCC activities, practices, or games until cleared to do so by the TCYFCC Executive Board. Attending means being present on the grounds or within 500 yards of the activity.

Enforcement

An Executive Board designee will immediately notify an organization Trustee of the infraction and Punitive Action for enforcement. Failure of organizations to enforce this policy will have the following consequences.

- For a team level Organization Official, failure to enforce imposed Punitive Actions will result in a forfeiture of that team's next game or competition.
- For Organization Officials above a team level, failure to enforce imposed Punitive Actions will result in forfeiture of all of the organizations next scheduled games or competition.
- The deadline to determine if corrective action was taken is 6PM on the Thursday before the contest. If the member is still not in compliance forfeitures will be enforced.

Failure of an organization to enforce sanctions or suspensions also subjects the organization to sanctions and/or fines IAW Article XVI, Disciplinary Procedures, of the TCYFCC Bylaws.

Effective Date

By a two-thirds Board of Trustee vote this policy takes effect on the 18th Day of October 2017. By being members of TCYFCC all organizations are responsible for enforcing and adhering to this policy and are subject to the disciplinary action contained therein. This Policy Letter will remain in effect until rescinded by the Board of Trustees or incorporated into the TCYFCC Bylaws.

Original Signed

TRAVIS TURNER
President, TCYFCC

Original Signed

OPAL WINT
Secretary, TCYFCC