



Town of Avon, Indiana Sports | Social Media Policy

POLICY

This policy provides guidelines for Employees, Commissioners, Coordinators, Coaches, Parents, Players, Volunteers & Contractors (“AIS Employees and Volunteers”) use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

PROCEDURE

The following principles apply to professional and personal use of social media on behalf of AIS or when referencing the Town of Avon, Indiana Sports or Avon Youth Sports.

- Employees, Commissioners, Coordinators, Coaches, Parents, Players, & Contractors (“AIS Employees and Volunteers”) need to know and must adhere to the AIS Code of Conduct, Employee Handbook, and other company policies when using social media in reference to AIS as a condition of their involvement with AIS.
- AIS Employees and Volunteers should be aware of the effect their actions may have on their images, as well as AIS’ image. The information that employees post or publish is public information forever.
- AIS Employees and Volunteers should be aware that AIS may observe content and information made available through social media. AIS Employees and Volunteers should use their best judgment in posting material that is neither inappropriate nor harmful to AIS, its employees, its volunteers, or its participants.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, material that can create a hostile work environment, or which may be characterized as a personal attack on employees, volunteers or participants.
- AIS Employees and Volunteers are not to publish, post or release any information that is considered confidential or not public.
- Social media networks, blogs, and other types of online content sometimes generate press and media attention or legal questions. AIS Employees and Volunteers should refer these inquiries to the Town of Avon, Indiana Sports Director or the Town of Avon Parks & Recreation Director if he/she is unavailable.
- If AIS Employees and Volunteers find or encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of the AIS Sports Director.
- AIS Employees and Volunteers should get appropriate permission before they refer to or post images of current or former employees, members, vendors, suppliers, volunteers, and the like. Additionally, AIS Employees and Volunteers should get appropriate permission to use a third party’s copyrights, copyrighted material, trademarks, service marks or other intellectual property.



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- If AIS Employees and Volunteers publish content after-hours that involves work or subjects associated with AIS, a disclaimer should be used, such as this: “The postings on this site are my own and may not represent AIS’s positions, strategies or opinions.”
- AJAA Employees and Volunteers may not advertise for fundraisers or other AIS related events unless the fundraiser or event has been approved by the Sports Director and is in compliance with the AIS Travel and All-Star Financial Policy.
- Any and all websites and other web content, brand names and intellectual property belonging to AIS, whether on AIS’ individual website, its Facebook page, or any page it manages, including but not limited to Avon Youth Basketball Club, Avon Youth Baseball Club, Avon Jr. Orioles Football Club, Avon Softball Club, etc. shall remain the sole property of and under the sole direction and management of AIS. Employees and Volunteers who are granted access to provide content do not, under any circumstances, receive any ownership interest in said content or ownership of AIS managed pages.

AIS Staff shall have the authority to monitor and enforce this Social Media Policy.

The failure of any AIS Member to adhere to this Social Media Policy shall be considered a violation of the AIS Code of Conduct, and any AIS Member who fails to adhere to this Social Media Policy shall be subject to disciplinary action, up to and including termination of such individual’s involvement in AIS, in accordance with the AIS Disciplinary Procedures.

I agree to comply with the terms of the AIS Social Media Policy and understand that my participation in AIS/AYS is conditioned thereon.

Dated: _____

Signed: _____

Title: