



Social Media Policy

TRUE Youth Association, Inc. (TYA) recognizes the importance of the internet in shaping the public's perception of our organization. TYA also recognizes the importance of our Board members, executive directors, sport coordinators, sport committee members, coaches, and volunteers in leading and setting the tone of social media interactions in a manner that advances TYA's mission and goals.

Mission Statement

TYA is dedicated to the development of well-rounded youth through positive sports competition. We strive to develop fundamental skills through active participation of our players and to promote good sportsmanship from our players, coaches, and parents. TYA is dedicated to the support of the organized sports in the community and believes that our mission is to provide these organized sports with as many athletes as possible that are as well prepared as possible for that next level.

Applicability

This Social Media Policy applies to all Board members, executive directors, sport coordinators, sport committee members, coaches, employees, members, and volunteers.

Aspirations

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

Guidelines

All TYA members shall abide by the following guidelines when using social media:

- 1 Be positive and respectful, and always take the high road. When disagreeing with other's opinions, remain appropriate and polite. If you find yourself in a situation online that is becoming antagonistic, ask the TYA Board of Directors or your sport coordinator for advice on how to disengage from the dialogue in a polite and respectful manner that reflects well on TYA.

- 2 Do not post content that would harm TYA or damage TYA's reputation. Remember that even while you are on your own personal time, you are a representative of TYA, and people may interpret your online postings or social interactions as though they were official TYA statements.
- 3 Use good judgment when posting comments on any official social media sites. Bear in mind that your comments can create liability for TYA. If you are unsure whether a comment is appropriate to post, either do not post it or obtain prior approval from the Board of Directors.
- 4 Be smart about what you publish. Once something is posted, it exists online forever. Ask yourself, "would I want to see this published in the newspaper or posted on a billboard tomorrow or ten years from now?" If the answer is "no," do not post.
- 5 Encourage others to engage in positive interactions on social media. If you are concerned about any TYA members' use of social media, please bring your concerns to the attention of your sport coordinator or a member of the TYA Board of Directors.
- 6 Personally identifiable information (information, such as a name, date of birth, and/or street address which, when taken together, can identify a particular individual) should not be disclosed in any manner on any social networking sites without the approval of the sport coordinator or TYA Board of Directors.

Violations of the Social Media Policy

The TYA Board of Directors shall have the authority to monitor and enforce this Social Media Policy. The TYA Board of Directors, and any individual appointed by the Board of Directors, shall have the authority to remove any inappropriate or offensive comments from the official TYA sites and to block any individual or organization from posting on any official TYA social media platform if they determine, in their sole discretion, that such removal or block is in the best interest of TYA.

The failure of any TYA member to adhere to this Social Media Policy shall be considered a violation of the TYA Code of Conduct, and any TYA 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 TYA, in accordance with the TYA Disciplinary Procedures.