



## **SOCIAL MEDIA POLICY for PLAYERS**

Social media as well other electronic communication tools such as text messaging has changed the way we communicate. This policy has been developed to inform our players about using social media, so they are enabled to participate, while being mindful of their responsibilities and obligations. This social media policy applies to platforms including, but not limited to: Facebook, Twitter, Snapchat, Instagram, Pinterest, Tumblr, YouTube, Vine, Vimeo, BlogSpot, WhatsApp, etc.

This policy has been developed to (1) establish a culture of openness, trust and integrity in all online activities related to BRYC Elite Academy; and (2) establish guidelines for social media use as well as consequences for breaches of this policy.

The actions of a single player can reflect positively or negatively not only on the individual player, but also on his or her team and coaches, and the entire club. Therefore, players are expected to represent themselves and BRYC Elite Academy with honor, dignity and integrity at all times – including when interacting on social networking websites and in other online environments. Remember, you are always “on the clock” when it comes to representing BRYC Elite Academy.

### **Best Practices:**

- Remember that the Internet is permanent
- Avoid posting offensive or inappropriate language, pictures, videos or comments
- Ensure content posted on these sites does not depict inappropriate or illegal activities
- Don't post anything you wouldn't say to your grandmother
- Be in the right state of mind when you make a post - don't post when you're angry, upset, or your judgment is impaired in any way
- Check your privacy settings. It is recommended that the strongest security settings be used for Facebook, Twitter, Instagram and Snapchat.
- Be very careful about what personal information you share on the internet. For your own security, protection and welfare and that of your teammates and friends, BRYC Elite Academy strongly recommends you keep phone numbers, physical address, birthdate, current whereabouts, travel plans and other personal information strictly confidential. This information should not be contained in your personal online profile.
- Understand that anything posted online is available to anyone in the world - any content placed online becomes the property of the site(s) and is completely out of your control the moment it is placed online, even if you limit access to your page
- Be aware that potential employers and graduate school admissions officers now regularly screen applicants by conducting “Google” searches of an applicant’s name and by reviewing the applicant’s social networking profiles. Students are being passed over for interviews and denied admission to universities based on the content of their profiles.

- If an individual contacts you via a social networking site and the nature of the contact makes you concerned for your safety or uncomfortable in any way, you should immediately contact your parents.

### **Rules Regarding Social Networking Sites:**

Participation in BRYC Elite Academy is a privilege and not a right. As a condition of being a player in BRYC Elite Academy, players must abide by the following rules related to the use of the internet and social networking sites:

1. Any postings or communications via social networking websites which disrupt either the athletic environment or which advocates the violation of BRYC Elite Academy Code of Conduct is unacceptable.
2. Players may not post online any pictures, information or other content that might cause embarrassment to themselves, fellow players, teams, coaches, or the club (examples: obscene images or language, nudity, pictures at parties with alcohol, references to drugs, sex, or illegal activities).
3. Players may not post any content online that is unsportsmanlike, derogatory, demeaning or threatening toward any other individual, teammate, coach, opponent, or entity (examples: derogatory comments regarding another team; taunting comments aimed at a player, coach or opposing team).
4. No posts should depict or encourage unacceptable or illegal activities (examples: hazing, sexual harassment/assault, gambling, discrimination, fighting, vandalism, academic dishonesty, underage drinking, and illegal drug use).
5. Players may not post any information that is sensitive or personal in nature or is proprietary to their team or BRYC Elite Academy which is not public information (examples: tentative or future team schedules, player injuries and eligibility status, travel plans/itineraries or information).
6. Players are required to abide by all laws related to the use of the internet (including state and federal privacy laws such as FERPA and HIPAA), and players are personally liable for any violations of those laws.

BRYC Elite Academy players are required to abide by rules set forth in these guidelines. The failure to do so will be considered a violation of the BRYC Elite Academy Code of Conduct. The violation may result in disciplinary action set forth below:

**1st Offense** - Parent and player meeting with the head coach, DOC and Executive Committee. Consequences will be determined based on the severity of the infraction and may include suspension or dismissal\* from the team or athletic activities.

**2nd Offense** – Immediate dismissal from club \*

\* In the case of a dismissal from the club, there will be no refund of any club and or team fees. Furthermore, if either club or team fees are not paid in full, player/parent(s) are responsible for remitting any and all payments prior to official release of player card.