

PFA POLICY 304 | SOCIAL MEDIA & ELECTRONIC COMMUNICATIONS

Section 1. Purpose. This policy covers the use of employee social media and official PFA social media accounts. Social media accounts include, but are not limited to Facebook, Instagram, Twitter, LinkedIn, and other digital media systems. Official PFA social media accounts will be used to promote Pelada programs, communicate information to parents, further player development, and engage with youth soccer communities.

Section 2. Academy Managed Accounts

- A. Social media accounts will be managed by the Media & Marketing Director or another appointed staff member.
- B. Any administrators responsible for Academy accounts are also responsible for creating and maintaining an operational plan regarding frequency, content, and appropriate channels for messaging.
- C. Account administrators will be responsible for coordinating account content with and securing approval from the Director prior to posting.
- D. When sharing or reposting content that has been created by outside parties, approval from the content owners must be obtained and appropriately credited.
- E. Images of players can only be used if parent/guardian has given permission, either written or by electronic agreement.
- F. When responding to comments/posts on official channels:
 1. Use a friendly and professional tone.
 2. Respond to comments/inquiries within 24 hours.
 3. Check facts prior to responding.
 4. When needed, redirect inquiries to the proper academy officials.
- G. When responding to negative comments/posts on official channels:
 1. Delete irrelevant/vulgar posts.
 2. Refrain from engaging in disparaging dialogue.
 3. When a response is warranted, use discretion and consult with appropriate club administrators prior to responding.
 4. Alert appropriate club administrators of any posts of a harassing, threatening, or bullying nature.
- H. If players use social media negatively:
 1. Communicate directly (phone or email) with parents and child.
 2. If necessary, facilitate/mediate a conversation between the parties involved.
 3. When unsure of the best course of action, consult appropriate club administrators.
- I. Account passwords must be stored securely and cannot be shared. Academy Director should be provided with current account information and/or passwords at all times.

Section 3. PFA Representative and Employee Personal Accounts

- A. Employees of PFA are ambassadors and representatives of the club at all times. Therefore employee personal social media, or social media use on behalf of the Academy, falls under the scope of this policy.
- B. No confidential or proprietary information belonging to PFA can be posted or shared through personal accounts without express permission from appropriate club administrators.
- C. Images of players cannot be posted on personal accounts.
- D. Staff coaches over the age of 18 will not 'friend' or 'follow' players under the age of 18.
- E. If an Academy coach uses social media to communicate with players there must be at least two PFA staff members included or copied on the message, or one PFA staff member and a parent.
- F. Engaging with the PFA community through social media by linking to official Pelada account posts is encouraged. Non-officially linked Academy communications through personal accounts is discouraged.
- G. Common sense should always be used when posting to social media. Pelada will not condone any posts of a harassing, threatening, or bullying nature.
- H. When a negative comment is posted consider whether the best option is to remove, correct, or respond to it. If a response is warranted any engagements should be in accordance with the values expressed in this policy and should not bring the Academy into disrepute.
- I. If an employee is unsure whether to post something, or what manner of response is warranted, the appropriate club administrator should be contacted.
- J. If an employee becomes aware of any breach of policy or propagation of incorrect, accidental, or otherwise harmful content through official or private channels it should be brought to the attention of Academy officials immediately.

Section 4. Academy Member Personal Accounts

- A. Active Academy Members are acting as representatives of Pelada Football Academy at all times. When using social media it is best to:
 - 1. Be positive and respectful toward everyone.
 - 2. Refrain from negative or disparaging comments.
- B. Any observed misused of social media should be reported to a coach or club administrator.
- C. PFA members are never to post pictures or comments of other PFA members that can be hurtful or embarrassing. Appropriate disciplinary actions will be taken for inappropriate posts

Section 5. Texting and Electronic Communication

- A. Coaches may respond to a direct inquiry via text message or email from a player regarding logistics of practice times, cancellations, schedules, etc.
- B. Coaches and team representatives should only use text messages and email on issues that are soccer related and all communications should include a parent or guardian copied on the message where possible.
- C. Coaches and team representatives should avoid cell phone conversations with players to the greatest extent possible, and cell phone communications should only be used when absolutely necessary, and should only be soccer related.

- D. Coaches are to restrict texting and phone communications with parents/players to be between the hours of 7:00 AM to 9:00 PM, unless in the case of an emergency.
- E. Coaches and team representatives should be protective of Academy members' personal information and refrain from sharing such information via text or email.