



# SOCIAL MEDIA POLICY

*Last revision: [September 1, 2022]*

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## SOCIAL MEDIA AND BLOGGING Overview

We recognize that many of our employees use social media tools as another way to connect with customers and share information about Murrieta Soccer Academy (MSA).

Whether or not you are acting on behalf of MSA, or using your personal social media accounts or blogs to talk about our club and/or our business (e.g., projects, teams, trainings, events, tournaments, partnerships, player placements, and any other promotional material), always use good judgment and follow these guidelines:

## STATEMENT AND SCOPE

As an employee and representative of Murrieta Soccer Academy (MSA) you are expected to demonstrate best practices and appropriate etiquette on social media, including but not limited to the following:

- Look to provide content to MSA that demonstrates something excellent, exceptional, and/or noteworthy. (e.g., a scored goal, a goalkeeper save, a great defensive tackle, a team picture after winning a tournament, visiting a professional game with teammates, strength training, nutritional classes, winning a league championship, etc...)
- Ensure your posts are age appropriate and deliver content that can be easily digested by our diverse community with a viewing audience between 7 – 65 years old. (e.g., no profanity written or expressed in an attached piece of media, no nudity, no foul language in videos, no negativity, etc...)
- Make sure you follow MSA on Instagram and Facebook, which allows for MSA to repost your posts and/or stories, and Tag @murrieta\_soccer\_academy in all your posts so they will be located by our team.
- Don't post sensitive, private, or confidential company information (e.g., unannounced special events, training sessions, tournaments, player placements and/or any upcoming promotions, strategic partnerships, company strategy, pricing information or anything discussed during internal only meetings.)
- Respect customer privacy. Never give out personal player, coach, or staff information unless otherwise specifically authorized to do so by MSA leadership (e.g., personal addresses, phone numbers, email address, etc...)
- Don't post photos of or make negative comments about our players, coaches, staff, tournaments, strategic partners, competitors, or leagues.
- Don't post comments and/or images that could be perceived as harassing, threatening, retaliatory or discriminatory towards any individual and/or organization.



# SOCIAL MEDIA STYLE GUIDE



- You may be legally responsible for the content you post, so respect brands, trademarks and copyrights when posting content.
- Follow terms and conditions for social networking sites you operate within.
- Comply with our club Guidelines and Bylaws

## **Customer Inquiries**

Please direct all received inquiries to the following channels:

Coaching Opportunity or Scouting Placement / [Steve@murrietasocceracademy.com](mailto:Steve@murrietasocceracademy.com)

Payments, Fees, Registration, Tournaments / [Rob@murrietasocceracademy.com](mailto:Rob@murrietasocceracademy.com)

Strategic Partnerships, Marketing, Business Development / [Zachary@murrietasocceracademy.com](mailto:Zachary@murrietasocceracademy.com)

## **Questionable content**

Please present any content or questions about content to [Zachary@murrietasocceracademy.com](mailto:Zachary@murrietasocceracademy.com)

## **TACTICAL GUIDELINES FOR EMPLOYEES**

### **When do I need approval to post a message on social media?**

No need for approval for individual posts, but please do your best to follow MSA's guidelines and reflect the club in the most professional way possible.

### **What kind of information am I allowed to post related to my work on social media?**

Images and videos of your team training, playing, traveling and/or bonding. Images and videos of you coaching, mentoring working with athletes.

### **What should I include in my posts to social media?**

An appropriate image / video, tag @murrieta\_soccer\_academy / provide a positive message associated with the image / video.

### **Should I mention MSA info on my social media bio? Or should I keep my company accounts and my personal accounts separate?**

If you decide to use your social media account to post media correlated to our organization, you will need the entirety of your posts to fall under the same guidelines as our bylaws. If you don't want to fall under that level of scrutiny on your personal page, please create a separate page just for you as a coach of MSA. If you have questions, please contact [zachary@murrietasocceracademy.com](mailto:zachary@murrietasocceracademy.com)

### **What should I do on social media during a PR crisis?**

Please wait for direction from MSA leadership before posting on the club's behalf. All assets in a crisis will be built and provided by MSA.



# SOCIAL MEDIA STYLE GUIDE



## **CONSEQUENCE OF BREACH**

MSA leadership will furnish warning #1

MSA leadership will furnish warning #2 (probation)

MSA leadership will terminate your contract at their discretion

## **ANNUAL REVIEW**

This policy will be reviewed once per year. All employees will be provided with access to a copy.