



Lindale Soccer Association Communication Policy

Purpose

The purpose of this policy is to establish consistent standards for official communications of Lindale Soccer Association ("LSA"). Effective communication promotes transparency, provides timely information to members, and ensures that participants, volunteers, and the public receive accurate and consistent information regarding Association activities.

This policy applies to all Board Members, Executive Officers, volunteers, coaches, referees, employees (if applicable), contractors acting on behalf of LSA, and any individual authorized to communicate on behalf of the Association.

Communication Principles

LSA strives to respond to emails, website inquiries, and other communications in a timely manner. While response times may vary due to volunteer availability, the Association's goal is to acknowledge routine inquiries within two (2) business days and to provide timely updates regarding urgent matters such as field closures, schedule changes, and participant safety.

LSA communications shall be:

- Accurate and timely.
- Professional, respectful, and family-friendly.
- Consistent across all communication platforms.
- Focused on serving the best interests of the Association and its members.
- Compliant with applicable privacy laws and Association policies.

No Board Member, volunteer, coach, or representative shall knowingly publish false, misleading, or confidential information on behalf of LSA.

Official Communication Channels

LSA utilizes multiple communication methods. Each serves a different purpose. When information is distributed through multiple communication channels, the following order of priority shall apply:

1. Official LSA Website
2. LSA Field Status Website (for field conditions)
3. Official Email Communications
4. Official Social Media Accounts
5. Telephone and Text Communications

When conflicting information exists, the higher-priority communication source shall govern.

Official Website

The LSA website shall serve as the official and authoritative source of Association information.



Whenever practical, official information shall be published on the website before or at the same time it is distributed through other communication channels.

The website shall include, when applicable:

- Registration information
- League schedules
- Field status
- Policies and governing documents
- Forms and documents
- News and announcements
- Contact information

In the event of conflicting information, the information published on the official LSA website shall govern.

Field Status Website

The LSA Field Status website is the official source for determining whether fields are OPEN, WATCH, LIGHTNING DELAY, or CLOSED.

Participants are responsible for checking the Field Status website before traveling to the fields during questionable weather conditions.

Email Communications

Email is the primary method for official communications with registered participants, volunteers, coaches, referees, sponsors, and other Association stakeholders. Whenever practical, official Association business should be conducted using LSA-issued email accounts. Board Members and volunteers shall avoid using personal email accounts for official communications unless no reasonable alternative exists.

Official communications may include:

- Registration confirmations
- Team assignments
- Schedule updates
- Policy notifications
- Volunteer information
- Safety announcements
- Board communications

Members are responsible for maintaining accurate email addresses within the Association's registration system.

Social Media

LSA utilizes social media to promote programs, recognize volunteers and participants, celebrate achievements, and communicate timely announcements. Only individuals authorized by the Board of Directors or the Director of Communications may publish content on official LSA social media accounts.



Social media may be used to share:

- Registration reminders
- Event promotions
- Weather updates
- Schedule reminders
- Volunteer opportunities
- Community engagement
- Sponsor recognition
- League accomplishments

Social media is intended to supplement—not replace—the official website.

When discrepancies exist between social media posts and information published on the official website, the website shall govern.

Telephone, Text, and Messaging app Communications

Telephone call, text, and messaging apps may be used for time-sensitive operational communications including:

- Emergency notifications
- Weather delays
- Urgent schedule changes
- Volunteer coordination
- Board communications

Telephone calls and text messages shall not serve as the official method for publishing Association policies or other permanent information.

Public Communications

Only individuals authorized by the Board of Directors may issue official public statements on behalf of LSA.

Board Members, volunteers, coaches, and representatives speaking in a personal capacity shall avoid representing personal opinions as official Association positions.

Member Conduct

Members are encouraged to communicate concerns respectfully and constructively.

LSA reserves the right to remove comments from Association-controlled communication platforms that:

- Contain profanity or personal attacks.
- Harass, threaten, or discriminate against others.
- Reveal confidential or personal information.
- Promote illegal activity.
- Are commercial advertisements unrelated to LSA.
- Are knowingly false or misleading.



Removal of content from Association-controlled platforms does not limit an individual's legal right to express personal opinions elsewhere.

Branding and Media

Official Association names, logos, trademarks, and branding assets may only be used for authorized Association purposes and in accordance with Board-approved branding standards.

LSA may photograph or record Association activities for promotional, educational, and historical purposes in accordance with participant registration agreements and applicable law.

Artificial Intelligence

LSA may utilize artificial intelligence (AI) tools to assist in creating graphics, written communications, marketing materials, and other content. All AI-assisted content shall be reviewed by an authorized representative before publication to ensure accuracy, appropriateness, and consistency with Association policies.

Emergency Communications

During emergencies or other time-sensitive events, LSA may modify normal communication procedures to provide timely safety information. Updates may be distributed through the website, email, social media, text messaging, or other available communication methods as circumstances require.

Records Retention

Official communications and records shall be retained in accordance with the LSA ADAPT Program Policy.

Privacy and Confidentiality

LSA shall make reasonable efforts to protect confidential member information.

Individuals communicating on behalf of the Association shall comply with the LSA Confidentiality and Non-Disclosure Policy.

Policy Review

This policy shall be reviewed annually by the Executive Officers and amended as necessary.