

The Dover Patriots Youth Football and Cheerleading (DYSA) Social Media Policy

The Dover Patriots Youth Football and Cheerleading (DYSA) recognizes the role social media plays in modern communication. As such, we respect the right of all members to use social networks for self-publishing and self-expression while adhering to our organizational guidelines.

As a member of The Dover Patriots Youth Football and Cheerleading (DYSA), your commentary is not only a direct reflection of you personally but also our brand. Commentary that is considered defamatory, obscene, proprietary or libelous by any offended party could subject you to personal liability and damage to our reputation. Once it's on the Internet, it's there forever.

Applicability –

The following is The Dover Patriots Youth Football and Cheerleading (DYSA) Social Media policy applicable to all members effective immediately. Members are defined as Executive Officers, Operating Officers, Board Members, and all Football and Cheer Coaches, Trainers, and Team Parents. As clarified in DYSA's By-Laws (Article III).

As members of The Dover Patriots Youth Football and Cheerleading (DYSA), we are all held to the highest standards of conduct and assume an obligation to enhance trust and public confidence. This policy applies to all social media content posted by DYSA Members in their professional and personal capacity to the extent such content is related to DYSA activities. Members may be held subject to disciplinary action for their violation of this policy.

NOTE: The Dover Patriots Youth Football and Cheerleading (DYSA) does not distinguish between professional and personal capacity to the extent such content is related to DYSA activities. You are always a member of DYSA, regardless of how or when you are posting on social media.

Aspirations –

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

Scope –

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet. This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)

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- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

NOTE: This policy does not apply to the personal use of social media not related to DYSA or it's participants, services, events, sponsors, members, or reputation. However, use of social media that does directly refer to DYSA or it's participants, services, events, sponsors, members, or reputation may be subject to corrective actions. Including dismissal.

Guidelines –

Members must act in a respectful, courteous and sportsmanlike manner at all times toward other organizations and all Conference members or participants. Social media will not be used to insult, harass, present offensive or inappropriate content or to misrepresent Conference Organizations or any Conference member or participant. This includes any external young athlete community as well. The Executive Officers, by majority, will determine inappropriate content for corrective action or dismissal, if warranted.

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

- Be positive and respectful, and always take the high road. When disagreeing with other's opinions, remain appropriate and polite.
- Do not post content that would harm DYSA or damage DYSA's reputation.
- Use good judgment when posting since comments can create liability for DYSA.
- Personally, identifiable information (information, such as a name and date of birth and/or a street address which, when taken together, can identify a particular individual) will not be disclosed in any manner on social networking sites of any organizations, Conference members, participants, or members of DYSA.

When using any form of Social Media or internet sites, Members will:

- Respect the rights and confidentiality of others.
- Not impersonate or falsely represent another person.
- Not post or share offensive or threatening language or resort to personal abuse or attacks toward other members of the young athlete community.
- Not post or share any material that incites violence or is illegal, harassing, hateful, abusive insulting, demeaning, intimidating, bullying, defamatory, profane, sexually explicit, indecent, misleading, defamatory or libelous, embarrassing to another member, discriminatory, racist, sexist or otherwise inappropriate.
- Not post or share content harmful to the reputation and standing of any organization, Conference members, participants, vendors, sponsors, or members of DYSA.
- Not use DYSA's name, motto, crest and/or logo in a way that would result in a negative impact of any organization, Conference members, participants, vendors, sponsors, or members of DYSA.
- Not post or share any content that is a breach of any state or federal law.

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- Not post or share material that brings, or risks bringing DYSA, its affiliates, its sport, its officials, Parents, Players, members or sponsors into disrepute.
- Not use the picture or likeness of a DYSA or Conference member in a negative or insulting manner.
- Not post or share any political posts on any DYSA or Conference site. Our sites are politics free.

Branding and intellectual property of TCYFCC –

Unless approved by the DYSA Executive Officers, Members must not use any part or derivative of DYSA's name, logo, audio or image on personally created social media sites or in any social media posting without prior approval from DYSA. Members may not act as admins or moderators on any past, present, or future unauthorized web site or social media page using any part or derivative of the DYSA name, logo, or image without permission of the Executive Officers.

Members will not surreptitiously or covertly record or livestream any closed DYSA meeting without permission regardless if the meeting is in a public or private setting. DYSA members have an expectation of privacy when acting on behalf of this organization and each person that could possibly be video or audio recorded must grant written permission.

Violations of the Social Media Policy –

The DYSA Executive Officers shall have the authority to enforce this Social Media Policy, define violations, and take immediate disciplinary action. The DYSA Executive Officers or appointed individuals have the authority to remove inappropriate or offensive comments from DYSA sites and block any individual if it is the best interests of DYSA.

The failure of DYSA Members to adhere to this Social Media Policy on any social media or other site will be grounds for immediate disciplinary action as determined by a majority of the Executive Officers. The Executive Officers will consider the severity of the infraction and history of infractions and may use any of the below corrective actions at any time.

- Punitive Action 1: Verbal/Written Warning. Immediate suspension for participating or attending any DYSA activities until the Member is in compliance.
- Punitive Action 2: Written Warning and immediate one (1) week suspension from participating or attending any DYSA activities to include practice and games from the day the Member took corrective action and came into compliance.
- Punitive Action 3: Immediate indefinite suspension from attending or participating in any DYSA activities to include practice and games. The Executive Officers or appointed parties will investigate the infraction and the member will remain suspended until the matter is resolved.

NOTE: Any Member suspended is prohibited from attending or being on the premises of any DYSA activities, practices, or games until cleared to do so by the DYSA Executive Officers. Attending means being present on the grounds or within 500 yards of the activity.

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Member are encouraged to –

- Engage with and share content posted by DYSA, Conference, and its members.
- Engage personally with DYSA's stakeholders, donors, volunteers, board members, sponsors, and vendors.
- Represent yourself as a proud DYSA Member, up to and including the use of our logos and branding, on your personal profiles. Executive Officers can provide you with suggested language, images and branding guidelines. Please adhere to them.
- Use social media to promote DYSA, Conference, and its members in a confident and positive manner.

NOTE: Please remember we are all adults. If you have a problem/issue with any persons, please work it out in person. Airing your personal grievances on social media rarely leads to positive outcomes.

Effective Date –

By a two-thirds vote, The DYSA Board of Directors voted this policy to take effect on the 01st Day of January 2021. By being members of DYSA, we are all responsible for enforcing and adhering to this policy and are subject to the disciplinary action contained therein. This Policy Letter will remain in effect until rescinded by The DYSA Board of Directors or incorporated into the DYSA Bylaws.

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I hereby acknowledge that I have read, understand, and agree to the terms of The Dover Patriots Youth Football and Cheerleading (DYSA) Social Media Policy. I also understand that the Executive Officers retains the sole authority to determine what, if any, disciplinary action is appropriate for any infractions.

Print Name	Signature	Date	Email