

## South Lyon Panthers Social Media Policy

To help the Panthers Organization achieve our mission, support good moral character and our core values, we kindly request ALL Board Members, Officers, Coaches, Parents, and Athletes to consider and follow the below social media practices:

Social media can include: Blogs, micro blogging sites such as Twitter, wikis such as Wikipedia; discussion boards and online forums and networking sites such as Facebook and Reddit; video/photo sharing sites such as YouTube, Flickr, Instagram, etc. Social media is an excellent tool for communication information to a broad audience in real time, but is not secure in either intent or consumption because you don't know who will be receiving your message or communications you post, nor how they will use that information.

When using social media, please keep in mind the follow best practices:

1. **YOU are personally responsible for the content of your social media activity.** When posing pictures, video or comments about the Panthers Organization activities, including practices, camps and games, you are accepting responsibility for having received either explicit or implied permissions to post content that includes images or references to other individuals, including minor children.
2. **Be mindful and respectful of your audience.** Remember that other members of the Panthers Organization family, and other organizations may be reading what you write, so be fair, accurate and courteous. Be aware that negative comments may be construed as either harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile environment on the field.
3. **Get your facts straight.** Be respectful and polite, setting an example for the participants of the Panthers Organization. Do your research well and check that your facts are accurate and truthful. If you make a mistake, correct it quickly.
4. **Refrain from engaging in online arguments.** Often times, context of posts and content shared is lacking, and the relative anonymity can prompt people to act and communicate in a manner that is argumentative. Understand that when engaging in arguments regarding the Panthers Organization, no one can win the online argument.

**Generally, please consider the following DO's and DONT's.**

DO'S:

1. Think before you post anything on social media (Instagram, Twitter, Facebook, etc.). Posts can have strong consequences – positive or negative.
2. Understand posts are public record and often searchable well into the future. Use privacy/security settings but understand such settings can be easily overridden.
3. Understand posts include photos, videos, web links, etc. that you may share from an outside source or other person.
4. Remember, athletes and coaches considering applying for future jobs, trying out for teams, or applying to college, that historic posts are often searchable and reviewed to assess character.

6. If you do post, be positive, supportive, and professional.
7. If you are a Panthers Organization Athlete or Parent you are representing more than just yourself, you are representing the organization and your team.
8. Athletes should not post anything they do not want their parents, family, or coaches to see.
9. Share in your excitement about the Panthers Organization.
10. Celebrate your victories and the accomplishments of your team.
11. Be honest, respectful, positive, polite, accurate, and professional.
12. Remove any past posts that do not fit these practices.
13. Protect yourself by maintaining a self-image you can be proud of years from now.
14. Make sure you have permission from other families to post pictures of their players and cheerleaders.

## **DON'T'S:**

1. Don't be critical of the Panthers Organization, coaches, officials, opponents or fans. If you have any issues talk with your Coach, Commissioner or Panthers Board Member directly.
2. Don't give opponents "bulletin board material".
3. Don't discuss any internal policies, coaching decisions, plays, tactics, etc.
4. Don't post anything that could be deemed private, confidential, or sensitive.
5. Don't disclose any injury information about yourself or others.
6. Don't post under the influence of medications, alcohol, or drugs, or when highly stressed or emotional. Be in your right mind when you post.
7. Don't post anything racial, sexual or that could be deemed as harassing, threatening, or bullying. What you may think is funny could be offensive to someone else.
8. Don't post information that includes swearing, inappropriate slang, or inappropriate behavior.
9. Don't post images or comments about players and coaches who have not given permission for you to do so.

Violations of above practices may result in disciplinary action, up to suspension or removal of the related person, family, or player.