

Marlton Recreation Council Standard Operating Procedure	
Section: Administration	Number: 101.08
Subject: Social Media	
Effective Date: 10/21/2020	Page: 1 of 4
Last Revised:	Supersedes or replaces: V1C6
Issued by: President Walt Miller	
Approved by: MRC Executive Board	
<p>The Written Policies developed by the Marlton Recreation Council are intended to provide a system for the orderly operation of youth sports, and do not enlarge any MRC member's civil or criminal liability in any way. They should not be construed as the creation of a higher standard of safety or care in an evidentiary sense, with respect to third party claims. Violations of Written Policies can only be the basis of an internal complaint against any member of the MRC, and then only in conjunction with disciplinary action.</p>	



Purpose:

A. To provide a clear guidance for the Marlton Rec Council and the individual sports to use social media as a tool to promote their sport. Also, to provide those who hold a volunteer position within the Marlton Rec Council with guidance as to acceptable usages of social media, to prevent them from discrediting themselves and the Marlton Rec Council, as an organization.

Scope:

A. The Marlton Rec Council recognizes the value that social media has to promote the organization and its individual sports. The policy of the Marlton Rec Council is to use social media in a positive and productive manner, and to use social media in such a manner, in both official Marlton Rec Council posts, as well as through the individual volunteer posts.

Procedure:

A. DEFINITIONS

- A. All volunteers and employees in the Marlton Rec Council are expected to observe the highest standards of business ethics in their professional or volunteer roles within the Marlton Rec Council. This expectation from the sport's field, administration of the Marlton Rec Council's business, the operation of the individual sports, extends from the actions of the sport itself into the individual volunteers/employees' virtual world on social media. The same courtesy and professional behavior we expect from a coach on the field, is the same behavior we expect from them off the field, to include social media.
- B. Volunteers and employees are afforded the choice to not volunteer in or work for the Marlton Rec Council, those who choose to, do so with full understanding that in the event something discredits them, which can be a result of something they have done on social media, may result in disciplinary action against them, to include them being removed from their role within the Marlton Rec Council and possibly barred from future participation in Marlton Rec Council functions.
- C. The Marlton Rec Council and individual sports programs are encouraged to engage in social media activities as a means to promote positive and informational messages to their membership.

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D. The Marlton Rec Council prohibits the use of social media to promote outside interests of the Marlton Rec Council. Volunteers/employees are prohibited from using the Marlton Rec Council’s official social media sites or other social media sites to promote anything outside of the Marlton Rec Council business, by linking that volunteer or employee to the Marlton Rec Council, to further that individual’s interests, without the expression permission of the Marlton Rec Council’s Executive Board, through official action at a general monthly meeting of the Marlton Rec Council. The requestor will come to the general meeting to make the request to use social media and their role within the Marlton Rec Council to promote their individual interest. The Executive Board will approve or deny such a request through majority vote at the meeting.

B. OFFICAL SOCIAL MEDIA USE

- A. The Marlton Rec Council’s Executive Board will facilitate all social media posts through the Public Relations Executive Board Member.
- B. Each individual sports program within the Marlton Rec Council shall facilitate all their social media posts through a Public Relations Sports Level Board Member.
 - 1. If the sport has no Public Relations Sports Level Board Member, this shall be the responsibility of the Sport’s Commissioner.
- C. The Public Relations Executive Board Member shall have granted access to all Marlton Rec Council social media sites, this is to include official Marlton Rec Council’s social media platforms.
 - 1. The Public Relations Executive Board Member shall monitor and edit all Marlton Rec Council social media sites as required.
 - 2. When the Public Relations Executive Board Member leaves office they shall be required to ensure that the newly elected member, in this role, has full access to all Marlton Rec Council social media sites.
 - 3. The Public Relations Executive Board Member shall assist the sport’s level Public Relations Board Member with gaining access to their sport’s social media sites. They shall also assist them with content as required.
- D. Authorized Official Use of Social Media sites include:
 - 1. Positive and respectful posts that promote the Marlton Rec Council, our individual sports programs, or youth sports.
 - 2. Positive and respectful posts that promote a sense of community, inclusion and good will.
 - 3. Posts that promote fund-raising efforts of the Marlton Rec Council and/or other non-profits in the local or extended community.
 - 4. Posts that promote youth sports, Marlton Rec Council programs, Cherokee High School, the Evesham School District or the Township of Evesham.

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5. Posts that promote individual or team achievements of our volunteers or athletes.
6. Any posts that are positive and reflect the values of the Marlton Rec Council.
7. Any posts approved by the Marlton Rec Council Executive Board.

- E. Prohibited Official Use of Social Media sites include:
1. Negative, disrespectful, controversial posts that promote any issue other than youth sports, the Marlton Rec Council or our individual sports.
 2. Posts or comments that are directed to tarnish the Marlton Rec Council, as an organization, our individual sports programs, or our membership, collectively or individually.
 3. Posts that contain profanity, violence, discrimination, sexual content or shock the moral conscious.
 4. Posts that serve to advertise a business, without that business being a financial supporter of the Marlton Rec Council or have paid the Marlton Rec Council a fee for such advertising.
 5. Posts that support an individual who is running for public office.
 6. Posts that advocate for legislative change, unless the Marlton Rec Council Executive Board authorizes such a post because they feel that the legislative change will have a positive impact on the Marlton Rec Council and/or youth sports.

C. PERSONAL SOCIAL MEDIA USE OF OUR VOLUNTEERS/EMPLOYEES

- A. The Marlton Rec Council understands the difficult balance between Constitutionally guaranteed Rights, protected by the 1st Amendment of the United States Constitution and the requirement to uphold the ideals of the Marlton Rec Council and the children we are tasked with protecting.
- B. Those who willing volunteer and who are accepted as volunteers assume the responsibility to lead children in youth sports and in life. This is a major responsibility and one that should not be taken lightly. Children will model the behavior that they witness, and the task of the Marlton Rec Council is to ensure that those volunteers/employees model themselves, on and off the field, in an exemplary manner.
- C. Volunteers/employees are expected to refrain from posting on social media anything that espouses profanity, violence, discrimination, sexual content or shocks the moral conscious. They are also expected to refrain from posting anything directed to tarnish the Marlton Rec Council, as an organization, our individual sports programs, or our membership, collectively or individually. Lastly, they are to refrain from posting anything personally, that speaks for the Marlton Rec Council collectively, without the expressed permission of the Marlton Rec Council Executive Board and the individual sports' commissioner.
- D. Volunteers/employees are cautioned when they connect with young athletes on social media.

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Volunteers/employees are prohibited from direct one-one private communication on social media with a young athlete, unless the athlete is their child. Direct communication should include the young athletes' parent/guardian in the conversation on social media, email and/or texting.

D. Policy Violations

- A. Anyone who suspects a violation of this policy is encouraged to make notification Public Relations Executive Board Member. The notification shall include screenshots of the reported violation.
- B. The Marlton Rec Council's Executive Board will review the complaint involving the volunteer/employee. Following the review, if the Executive Board, finds evidence this policy was violated, disciplinary action will be taken against the individual violating this policy. This disciplinary action can include punishment from a verbal warning to suspension or permanent expulsion from volunteering and/or being employed by the Marlton Rec Council.
- C. The Marlton Rec Council will not tolerate any action on social media that tarnishes the image of this organization by any volunteer/employee. Any member who posts something that espouses violence, discrimination against anyone based on race, religion, sexual orientation or identity, handicap, ethnicity or against any protected group, shall understand that they will be barred from their current or future ability to volunteer or work within the Marlton Rec Council. The Marlton Rec Council wants to make it clear that we will not allow this type of hate in our organization at any level, to include our expression on social media.