**HAVEN YOUTH LACROSSE**

**Social Media Policy**

Haven Youth Lacrosse (“HYL”) recognizes the importance of the Internet in shaping the public’s perception of our organization. HYL also recognizes the importance of our Board Members, Coaches, Team Managers, and Volunteers in leading and setting the tone of Social Media interactions in a manner that advances HYL’s Mission and Goals.

***Mission Statement***

 Haven Youth Lacrosse (HYL) strives to promote, foster and perpetuate the game of Lacrosse to the young people of our community. Through instructional programs for beginners to competitive travel teams for the more experienced player, HYL offers a safe and instructive environment for girls and boys to learn new skills or advance existing skills while instilling the importance of sportsmanship, teamwork, responsibility and a strong work ethic.  HYL is a non-profit organization established in 2001 and serves the Wallingford-Swarthmore School District.

***Applicability***

This Social Media Policy applies to all Board Members, Coaches, Team Managers, and volunteers (“HYL *Members”).*This Social Media Policy applies to all Social Media content posted by HYL Members in their professional and personal capacity to the extent such content is related to HYL.

***Aspirations***

HYL strives to create a positive and inclusive organization that is dedicated to helping young athletes reach their potential. In furtherance of this goal, HYL aspires to engage members of the Wallingford-Swarthmore School District community in positive, honest, transparent, and knowledgeable dialogue about HYL through Social Media. HYL views Social Media as an important tool for communicating its successes and opportunities for athletic and individual development. HYL also views Social Media as a platform for receiving constructive feedback from the community and for discussing HYL’s challenges and opportunities for improvement in a positive and constructive way.

***Guidelines***

All HYL Members shall abide by the following guidelines when using Social Media:

1. HYL Social Media accounts exist for the sole purpose of promoting HYL Teams, Events and Activities, or other HYL Board-Sanctioned Information. Communication of information unrelated to these aspects of HYL is not permitted. Use of HYL Social Media for personal promotion or aggrandizement, or to express personal opinions, ideas, or positions on an issue, is not permitted.
2. Be positive and respectful, and always take the high road. When disagreeing with others’ opinions, remain appropriate and polite. If you find yourself in a situation online that is becoming antagonistic, ask the HYL Board of Directors for advice on how to disengage from the dialogue in a polite and respectful manner that reflects well on HYL.
3. Do not post content that would harm HYL or damage HYL’s reputation. Remember that even while you are on your own personal time, you are a representative of HYL, and people may interpret your online postings or social interactions as though they were official HYL statements.
4. Use good judgment when posting comments on any official HYL sites. Bear in mind that your comments can create liability for HYL. If you are unsure whether a comment is appropriate to post, either do not post it or obtain prior approval from the Board of Directors.
5. Be smart about what you publish. Once something is posted, it exists online forever. Ask yourself, “would I want to see this published in the newspaper or posted on a billboard tomorrow or ten years from now?” If the answer is “no,” do not post.
6. Encourage others to engage in positive interactions on Social Media. If you are concerned about any HYL Member’s use of Social Media, please bring your concerns to the attention to a member of the HYL Board of Directors.
7. 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) should not be disclosed in any manner on official HYL social networking sites without the approval of the sport coordinator or HYL Board of Directors.
8. All HYL Social Media accounts must be approved by the board prior to opening any such account.

***Violations of the Social Media Policy***

The HYL Board of Directors shall have the authority to monitor and enforce this Social Media Policy. The HYL Board of Directors, and any individual appointed by the Board of Directors, shall have the authority to remove any inappropriate or offensive comments from official HYL sites and to block any individual or organization from posting on any official HYL Social Media platform if they determine, in their sole discretion, that such removal or block is in the best interests of HYL.

The failure of any HYL Member to adhere to this Social Media Policy shall be considered a violation of the HYL Code of Conduct, and any HYL member who fails to adhere to this Social Media Policy shall be subject to disciplinary action, up to and including termination of such individual’s involvement in HYL, in accordance with the HYL Disciplinary Procedures.

Adopted by the Haven Youth Lacrosse Board of Directors

November xx, 2016