

VIRGINIA AMERICAN YOUTH FOOTBALL ALLIANCE

Social Media Policy

Be real. Use good judgment.



The Virginia American Youth Football Alliance (“VAYFA”) recognizes the importance of the Internet in shaping the public’s perception of our organization. VAYFA also recognizes the importance of our Board members, executive directors, associations, sponsors, coaches, and volunteers in leading and setting the tone of social media interactions in a manner that advances VAYFA’s mission and goals.

What is social media?

- Social media are media for social interaction, using highly accessible and scalable communication techniques.
- Examples include: Facebook, LinkedIn, Pinterest, Instagram, Reddit, Tumblr, Google Plus, Twitter, Podcasts, Text Messaging, Email Blasts, MySpace, Flickr, YouTube, and Blogs

Check our directory of social media accounts associated with VAYFA by clicking here: **[Social Media Directory](#)**

Mission Statement

VAYFA is dedicated to the development of well-rounded youth through positive sports competition. We strive to develop fundamental skills through active participation of our players and cheerleaders, and to promote good sportsmanship from our players, cheerleaders, coaches, and parents. VAYFA is dedicated to the support of the organized sports in the Atlantic Region of American Youth Football and American Youth Cheer (AYF/AYC). VAYFA believes that our mission is to provide these organized sports with as many athletes that are well prepared as possible for that next level.

Applicability

This Social Media Policy applies to all Board members, executive directors, associations, sponsors, coaches, and volunteers (“VAYFA Members”). This Social Media Policy applies to all social media content posted by VAYFA Members in their professional and personal capacity to the extent such content is related to VAYFA.

Aspirations

VAYFA strives to create a positive and inclusive organization that is dedicated to helping young athletes reach their potential. In furtherance of this goal, VAYFA aspires to engage members of the VAYFA communities and its environs in a positive, honest, transparent, and knowledgeable dialogue about VAYFA through social media. VAYFA views social media as an important tool

for communicating its successes and opportunities for athletic and individual development. VAYFA also views social media as a platform for receiving constructive feedback from the community and for discussing VAYFA's challenges and opportunities for improvement in a positive and constructive way.

Guidelines

All VAYFA Members shall abide by the following guidelines when using social media:

- **An appointed board member must be the owner of the account**
Others may be made administrators on an account and may post content but the account must ultimately be "owned" by an appointed board member.
- **Do not post anything that is confidential, sensitive, or private.**
- **Follow all applicable laws, American Youth Football/American Youth Cheer (AYF/AYC) rules and VAYFA policies and guidelines.**
- **Do not comment on athlete injuries, rosters, playbooks, officiating, or any other association/team information that should be kept confidential.**
- **Follow all Social Media site rules.** Here are the terms for [Facebook](#) and [Twitter](#).
- **Respect copyright and fair use.**

Best Practices

- **Think twice before posting.**
If you wouldn't want your boss, parents, or future employer to see your post, don't post it.
- **Be accurate.**
If you make a mistake, own up and correct it quickly.
- **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 your association leadership or VAYFA Board of Directors for advice on how to disengage from the dialogue in a polite and respectful manner that reflects well on VAYFA.
- **Be honest.**
Be transparent. Always tell the truth.
- **Remember many different audiences will see your posts** including fans, kids, student athletes, parents, supporters, sponsors, and maybe even local law enforcement!
- **Be professional and polite.**
- **Share the love!**
Link back to other AYF/AYC and Atlantic Region postings.
- **Be authentic. Be real.**
The expected tone within social media sites is conversational and personal.
- **Moderate your content.**
Respond promptly to comments where a response is expected.

- **Remember that the internet is permanent.**
Even if you delete something, it's still out there somewhere. Anyone can take a screenshot and Google has a long memory!
- **Don't post our logo.**
It needs to be protected and it can be easily copied from a social media site.
- **Don't spam. Ever.**
Repeated posts will result in turning people off and you will lose your audience.
- **Avoid topics that may be considered objectionable or inflammatory, like politics and religion.**
- **Don't post anything that you wouldn't say openly in a workplace** such as comments about drug use, profanity, off-color or sexual humor, ethnic slurs, or personal insults.
- **Be in the right state of mind when you make a post.**
Don't post when you're angry, upset, or your judgment is impaired in any way. Remember, the internet is permanent!

Note regarding personal social media accounts:

- We believe deeply in free speech, but if you post anything regarding VAYFA operations/activities from your personal social media account, be transparent and state that you are a member of a specific association/team and be clear about your role.
- If you post an opinion about anything VAYFA on your own accounts, please make it clear that your post represents your OWN view and does not represent the conference.
- **Understand and use the privacy settings!** Snapchat, Instagram, Facebook and Twitter

Violations of the Social Media Policy

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

The failure of any VAYFA Member to adhere to this Social Media Policy shall be considered a violation of the VAYFA Code of Conduct, and any VAYFA 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 VAYFA, in accordance with the VAYFA Disciplinary Procedures.

Adopted by the VAYFA Board of Directors: _____

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