

Social Media Policy

Overview

Social media has grown in popularity over the past several years, providing an opportunity for Alamo Volleyball Association to communicate more personally with the people in our community.

The growing use of these platforms provides Alamo Volleyball Association with the opportunity to communicate with the volleyball community, our players, parents & coaches, allowing us to speak to them through viable online channels that attract them to our organization and products. ? To effectively utilize these platforms, it is necessary for Alamo Volleyball Association to reach out to consumers and speak to them in a “non-traditional,” “non-jargon” method; however, rules of best practice must always apply.

Purpose

Alamo Volleyball Association’s Social Media policy reflects our commitment to uphold our values while using social media platforms. The policy is designed to outline how to effectively convey the Alamo Volleyball Association message to our key target audiences. ? Alamo Volleyball Association will use social media primarily to create awareness of, and encourage participation in, our community activities and initiatives. We will notify fans/followers/viewers of upcoming events, encourage participation and communicate results using photos, video, music, and commentary. As a result, we anticipate that Alamo Volleyball Association will provide meaningful contributions to our community while increasing awareness of our organization among prospective players.?

Player & Coach Guidelines

It is understood that each player/coach who engages in social media on behalf of Alamo Volleyball Association is acting as its de facto spokesperson. We DO want you to participate in our social media activities. Comment on the events you participate in or the pictures/videos you see on the sites.

If you choose to participate in this manner, please be aware that we must demonstrate professional, positive and caring behavior in these channels. This section outlines how you can be an effective representative for the organization while avoiding the potential pitfalls of the social media channels.

- ❖ All Alamo Volleyball Association code of conduct policies applies.
- ❖ Do not use language that could in anyway be construed as offensive, cursing or inappropriate.
- ❖ Do not ever use an Alamo Volleyball Association social media platform to speak derogatory of:
 - ? Competitors
 - ? Players
 - ? Parents
 - ? Coaches
 - ? Officials
 - ? Anyone Else
- ❖ Do not complain about officials or coaches.
- ❖ Do not discuss an Alamo Volleyball Association player or coach on any social media platform without their approval.

Inappropriate Clothing and Depictions

Players must refrain from wearing inappropriate clothing and depictions during the club season (December 1 - July 15).

Examples of inappropriate clothing and depictions in multimedia content includes, but is not limited to:

- Exposed midriffs, low cut tops, exposed backsides, and see-through clothing
- Clothing with inappropriate advertising or statements that are offensive or inflammatory (alcoholic beverage, sex, tobacco, drugs, gang, satanic, promoting violence, etc.)
- Tattoos and similar body painting(s) that promote violence, reflect gang activity, and that are considered to be offensive and inflammatory.
- Hemlines, if shown, need to be neatly hemmed and conservative and modest in appearance.
- Hats, caps, or other head apparel as well as any and all accessories that promote violence, reflect gang activity, or those that could be considered offensive and/or inflammatory.

Representing Alamo Volleyball Association

Remember that your actions are a reflection of ALAMO. Therefore Alamo must take every precaution to protect its brand.

- ❖ Negative personal comments or inflammatory subjects should not be discussed on any social media platform.
- ❖ Alamo Volleyball Association will only participate in social media platforms that will present Alamo Volleyball Association in a positive light. Avoid any platforms or sites that could in any way reflect poorly on Alamo Volleyball Association, our coaches, services, management, or parents.
- ❖ If there is any question, seek permission first.

Speaking to the Social Media Audience

This includes interviews intended for any media publications (e.g. LonestarVolleyball.com, PrepVolleyball.com, SASports.com, etc.).

1. Be polite
2. Be courteous
3. Be helpful
4. Be conversational
5. Be intelligent
6. Be non-confrontational
7. Be transparent
8. Avoid jargon
9. Do not discuss off-limit subjects

Player Safety

If at any time you feel in danger while using any social media platform, contact one of the Alamo Directors. Any posts, videos, photos, or comments associated with any possible player danger will be immediately removed.

Player Advocacy Clause

If at any time a player wishes for a comment, post, video, or photo be removed from an Alamo social media site, please notify an Alamo Director immediately to remove said comment, post, video, or photo.

Alamo Volleyball Association

Exculpatory Clause

Alamo Volleyball Association will not need to solicit prior consent from participants to post their images on Alamo Volleyball Association social media sites.

Alamo Volleyball Association will endeavor to post all photographs or likeness in accordance with standards of good judgment; however, Alamo Volleyball Association cannot warrant or guarantee that any further dissemination of photographs or likeness will be subject to Alamo Volleyball Association supervision or control.

Social Media Policy Enforcement

A violation of / or failure to comply with any of the items outlined in the policy may result in disciplinary action, up to and including termination.

Alamo Social Media Administrator Guidelines

This section applies to designated Social Administrators.

Designated Spokespersons

An Alamo Director will designate any and all Alamo Volleyball Association social media administrators. These administrators are responsible for planning, compiling and posting the materials appearing on Alamo website and Alamo social media.

Alamo Volleyball Association administrators should not personally identify themselves in the postings.

If a member of any media outlet contacts a social media administrator, an Alamo Directory should be immediately notified.

Responsibilities

Any individual who uses any and all online media outlets on behalf of Alamo Volleyball Association, hereafter referred to as social media administrators, should be familiar with and follow these policies.

- ❖ All Alamo Volleyball Association code of conduct policies applies.
- ❖ Social media administrators should use sound judgment when posting on any platform. All Alamo Volleyball Association audiences should be thoroughly considered before any post is made.
- ❖ While Alamo Volleyball Association encourages its social media administrators to be personable, it is important to maintain the proper tone of the specific social media platform and also of Alamo Volleyball Association.

Content

While social media is an excellent opportunity to promote the Alamo Volleyball Association, it is first and foremost a method to engage the community in a meaningful conversation about Alamo Volleyball Association and our contributions and activities.

Below is a broad list of the content we intend to present in our social media:

- Promotion of upcoming events and community efforts
- Player recognition events and accomplishments
- Post videos from events, including recruitment videos

Alamo Volleyball Association

* Posting of multimedia content such as videos and photos will only be done with prior approval. See content approval section below.

Content Approval

No multimedia content, such as pictures or video, will be posted to any social media sites without prior approval of an Alamo Director. All photos, videos, images, and likeness posted by social media administrators shall adhere to Alamo Volleyball Association standards.

Any multimedia content, including but not limited to videos and pictures, should be reviewed prior to posting for appropriateness and proper dress. Necklines and hemlines should be of appropriate length.

The Social Media Administrator will not need to solicit prior consent from participants to post their images on Alamo Volleyball Association social media sites. Alamo Volleyball Association will endeavor to post all photographs or likeness in accordance with standards of good judgment.

Separation of Accounts

Alamo Volleyball Association social media administrators shall at all times keep their personal social media accounts separate from Alamo Volleyball Association's social media accounts. If at any time should a social media administrator's personal social media accounts and Alamo Volleyball Association social media accounts come into contact, an Alamo Director should be immediately notified.

Authorship

When responding to blogs and or direct inquiries, social media administrators should disclose that they work for Alamo Volleyball Association.

Social Media Monitoring

Social media administrators should monitor social media outlets periodically. This monitoring is crucial in order to properly address any and all comments that may appear regarding Alamo Volleyball Association. Social Media administrators will monitor community conversation and feedback using tools such as Google Alerts and Social Mention.

Negative Posts By Players, Coaches, Parents

Negative comments posted by Alamo Volleyball Association members are an opportunity to turn a negative experience into a positive situation. Social media administrators should immediately reply to the member via the social media platform as soon as possible, as this will show other participants on the social media platform that Alamo Volleyball Association cares about member service.

The member should be placed in contact with an Alamo Volleyball Association Director who has been made aware of their situation in advance and will be expecting their phone call.

Escalation Of An Issue

At any time should a social media administrator feel that a response to a member's negative post has not been successful, or could further negatively reflect on Alamo Volleyball Association, the administrator should immediately notify an Alamo Director.

Exculpatory Clause

Alamo Volleyball Association will endeavor to post all photographs or likeness in accordance with standards of good judgment; however, Alamo Volleyball Association cannot warrant or guarantee that any further dissemination of photographs or likeness will be subject to Alamo Volleyball Association supervision or control.

Social Media Policy Enforcement

A violation of / or failure to comply with any of the items outlined in the policy may result in disciplinary action, up to and including termination.

These policies are subject to change at any time. This Policy is effective as of August 1, 2010.

Personal Safety Guidelines

It is important for our players and coaches to understand that the use of social media requires you to present varying degrees of personal information about yourself on the Internet. This section is intended to provide you with an understanding of the steps you can take to protect your personal information on the following sites:

Facebook

Facebook is a multidimensional social media channel that shares messages via news feeds, wall posts, pictures, and videos. Facebook allows you to manage the privacy settings in all of these areas.

These settings can be easily managed once you create Friend Lists. Friend Lists allow you to “create private groupings of friends based on personal preferences.” A typical setup for Friend Lists would be “Friends, Family, and Professional.” Each of the three groups can have different privacy settings. You can configure your Friend Lists by visiting the friend’s area of Facebook.

Once your Friend Lists are created you can manage what each Friend List can view under the customized tabs in your profile and account settings. You can manage your settings by taking these steps:

1. Log into Facebook.
2. Click “Settings” in the upper right corner of the screen.
3. Click “Privacy Settings.”
4. Select which privacy settings you wish to manage: Profile, Search, News Feed, Wall, and Applications.

Be aware that your profile picture is the most visible part of your Facebook page. Keep this in mind when choosing your profile picture.

LinkedIn

In LinkedIn your public profile is the heart of where your public information is stored. You can manage your public profile by taking these steps:

1. Log into LinkedIn.
2. Click on the “Account & Settings” tab in the upper right hand corner.
3. Click on “Public Profile.”

Twitter

When tweeting, your updates appear in a public timeline. Anyone can see these updates. If you wish to keep your activity private, you can take these steps:

1. Log into Twitter.
2. Click “Settings” in the upper right corner of the screen.
3. Under the “Account” tab check off “Protect my updates.”
4. Click the “Save” button.

By protecting your updates, you remove them from the public timeline and hide them from anyone who you do not approve.

If you spend any amount of time Twittering before protecting your updates, the statuses you posted before changing your privacy settings may still be publicly visible in some places.

Alamo Volleyball Association

YouTube

As a YouTube user you not only have the ability to control the videos you upload to your channel, you can also manage what others say about you. If you wish to control your YouTube comments, you can take the following steps:

1. Sign in to your YouTube account.
2. Go to the "My Videos" page.
3. Click the "Edit Video Info" button under the video you wish to edit.
4. Under "Sharing," you will find the "Allow Comments" options:
 - ? To require your approval for each comment, choose "Yes, with Approval."
 - ? To allow comments without approval, select "Yes, Automatic."
 - ? To turn comments off, select "No."
5. Make sure you click the "Update Video Info" button when you are done.

You can also choose to turn comment voting on or off for each of your videos. You can do this when you upload by clicking the "Sharing Options" window and choosing an option next to "Comment Voting." This option is also available after you've uploaded your video by clicking the "Edit Video Information" button in the "My Videos" section.