

Beacon Soccer Club - Social Media Policy

Introduction

Beacon Soccer Club (“BSC”) recognizes the importance of the Internet, and more specifically social media, in shaping the public’s perception of our organization. BSC also recognizes the importance of our coaches, sport coordinators, division directors, committee members, board members, and other volunteers (“Supporters”) in setting the tone of social media interactions in a manner that advances the club’s mission.

Mission Statement

Since 1978, Beacon Soccer Club has been dedicated to providing opportunity to play the beautiful game of soccer at all levels of competition. We are fueled by dedicated people who donate their time and energy to creating a Club for Beacon's youth. Our mission is to develop community through the sport of soccer. We are proud to represent our City of Beacon, and all the people who make this part of the Hudson Valley a truly special place to live.

Applicability

This Social Media Policy applies to all social media content posted by Supporters in any capacity to the extent such content is related to BSC. Supporters are encouraged to contact BSC at BeaconSoccer1978@gmail.com with any questions or concerns regarding this Social Media Policy.

Aspirations

BSC strives to create a positive and inclusive organization that is dedicated to helping young athletes reach their potential. In furtherance of this goal, BSC aspires to engage City of Beacon residents and those of nearby communities in positive, honest, transparent, and knowledgeable dialogue about BSC through social media. BSC views social media as an important tool for communicating its successes and opportunities for athletic and individual development. BSC also views social media as a platform for receiving constructive feedback from its participants and community, and encourages our Volunteers, Parents, and Players to connect with BSC.

Team Account Guidelines

Individual Teams that would like to share content from the season are encouraged to participate online with their individual team’s identity. In effort to keep a united image for BSC as a whole, while allowing each team to share their team’s experience, BSC requires that all Team Accounts follow the below Team Guidelines:

- **Before creating an independent Team Account, please notify the BSC Board of Directors**, so it can be ready to support with aide from the Travel Director, Recreational Divisional Director, and/or Club Social Media Manager(s). Approval is not required, only advance notice from the Team.
- **The BSC logo *must* be included in the Team Account’s profile image.**
- Any such Team Account must have a link in the Biography, Info, About or similar section, both to (i) the official BSC Account for that platform (e.g., Instagram:

@beacon.soccer, Facebook: Beacon Soccer Club, etc.) and (ii) BSC's official website (www.beaconsoccerclub.org).

- **One of the following must be included in the Team's online handle:** @BSC, @Beacon.Soccer, @BeaconSC, or @BeaconSoccerClub. See below for acceptable examples:
 - @BeaconSC.Beasts
 - @BSC_United
 - @Bumblees_Beacon.Soccer
 - @BeaconSoccerClub_LadyUnited
 - @BSC_U92024

Community Guidelines

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

1. **Be positive and respectful**, and always take the high road. When disagreeing with others' opinions, remain appropriate and polite.
2. **Refrain from antagonistic or other negative words** in public spaces. The BSC Board of Directors is available for advice on how to disengage from the dialogue in a polite and respectful manner that reflects well on BSC.
3. **Do not post content that would harm BSC** or damage BSC's reputation. Remember that even while you are on your own personal time, you are a representative of BSC, and people may interpret your online postings or social interactions as though they were official BSC statements.
4. **If you are unsure whether a comment is appropriate to post, do not post.** These are times where you should obtain prior approval from the BSC Board of Directors.
5. **Remember that once something is posted online, 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," then do not post.
6. **Encourage others to engage with positive interactions on social media.** If you are concerned about any Supporter's use of social media, then please bring your concerns to the attention of the BSC Board of Directors.
7. **Never disclose personal information.** Personally identifiable information (such as a name, date of birth, and/or street address which, when taken together, could identify a particular individual) should not be disclosed in any manner.

Policy Violations

The BSC Board of Directors shall have the authority to monitor and enforce this Social Media Policy. The BSC Board of Directors, and any individual(s) appointed by the Board of Directors, shall have the authority, in their sole discretion, to:

- (i) send a warning when a person, through a Team Account, a Personal Account, or any other online account, shares content that does not comply with this Social Media Policy or the spirit of BSC;
- (ii) remove any inappropriate or offensive comments from BSC websites or other outlets;

- (iii) remove or block any person from posting on any BSC social media platform if determined that such removal or block is in the best interests of BSC;
- (iv) instruct any person to cease posting on behalf of a specific Team; and/or
- (v) take any additional action deemed reasonable in response to a specific set of circumstances.

The failure of any Supporter to adhere to this Social Media Policy shall be considered a violation of the BSC Code of Conduct, and any such Supporter 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 BSC, in accordance with the BSC bylaws.

Preferred Guidelines

Tag or add official online profiles of BSC to social media posts:

- Twitter: none
- Facebook: Beacon Soccer Club (<https://www.facebook.com/beaconsoccer>)
- Instagram: @beacon.soccer (<https://www.instagram.com/beacon.soccer>)

Suggested hashtags for social media posts relating to BSC:

- #beaconsoccerclub
- #beaconsoccer
- #BSC
- #BSC1978
- #BeaconSC
- #youthsoccer

Adopted by the BSC Board of Directors on March 4, 2024