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Toronto, ON
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THPFC Social Media Policy

Applies To: *This policy applies to all THPFC players, parents/guardians, coaches, team officials, referees, volunteers, staff, convenors, administrators and spectators participating in or attending Club-sanctioned soccer activities. It applies to all THPFC outdoor games, practices, training sessions, tournaments, camps, festivals and related activities held on Club-permitted or Club-managed facilities.*

Toronto High Park FC – Severe Weather & Field Conditions Policy

General

This policy governs the publication of and commentary on social media by Toronto High Park FC volunteers, employees and members. For the purposes of this policy, social media means any facility for online publication and commentary, including but not limited to:

- Social networking sites such as X, Instagram, Facebook, YouTube and LinkedIn.
- Team communications sites such as TeamSnap & Powerup.
- Blogs and wikis.

This policy pertains to any communication which references, directly or indirectly, Toronto High Park FC or any club's program.

Club volunteers, employees and members are free to publish or comment via social media in accordance with this policy. Club employees are subject to this policy to the extent they identify themselves as an employee of the club (other than as an incidental mention of place of employment in a personal blog on topics unrelated to the Club).

The distinction between the private and the professional has largely been obliterated and it must be assumed that one's private and professional social media activity will be treated as one no matter how much effort is spent attempting to keep them separate.

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary. All uses of social media must follow the same legal and ethical standards that the Club must otherwise follow.

Social media is in real time. Postings are available to a wide audience in seconds and may be digitally captured for eternity.

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Approved By: THPFC Board of Directors

Maintaining Confidentiality

Some information about Toronto High Park FC is not in the public domain at all times; such as unpublished details about the club's financial position, upcoming projects, tentative roster selections, and contemplated coaching assignments. Personal information about members, especially children, can never be published.

Respect Copyright Laws and Trademarks

It is critical to respect laws governing copyright and fair use or fair dealing of copyrighted material owned by others. It is illegal to quote more than short excerpts of someone else's work without explicit permission, and any material must be attributed to the original author/source.

It is good general practice to link to others' work rather than reproduce more than short excerpts from it. If the link is to remain on a blog for an extended period, the link should be checked periodically to confirm that it is still active and that any updates to the original material are acceptable.

Use of logos and trademarks must be authorized by the owner of the trademark, including Club marks: Toronto High Park FC and THPFC.

Respect your Audience, the Club, and your Colleagues

THPFC employees, volunteers and members reflect a diverse range of customs, values and points of view. Individuals representing or associated with the Club should take care not to share content that contradicts or conflicts with Club policies, official Club communications, or material published on the Club website or other official platforms.

Individuals are encouraged to communicate authentically, but must do so respectfully. This includes avoiding ethnic slurs, offensive comments, defamatory statements, personal insults, obscenity, or any other inappropriate content. Proper consideration must also be given to privacy and to topics that may be considered objectionable or inflammatory, including politics and religion.

Individuals should use good judgment when communicating publicly and must make it clear, where appropriate, that any personal views or opinions expressed are their own and do not represent the official views of the Club.

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Guidelines for Staff

- Staff must NOT follow players on social media nor allow players to follow them.
- Staff members are prohibited from engaging with players on social media platforms or any direct communication channels.
- All communication outside of official practice sessions and games must be conducted through parents or guardians.
- When communicating, staff must utilize the parent email on record or official club channels such as TeamSnap or PowerUp.

Dealing with Controversial Issues

If you see misrepresentations made about the Club in the media, you may point that out. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party.

Correcting Mistakes

In the fast-moving world of social media, it is possible to inadvertently (or carelessly) make a mistake or to repeat someone else's mistake.

If you make an error, be up front about the mistake and correct it quickly. If you modify an earlier post, make it clear that there is a modification.

If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly - better to remove it immediately to lessen the possibility of a legal action.

Thinking about Consequences

Careless or inappropriate comments about a member, a sponsor, a partner or the Club itself can result in, at a minimum, bad relations with the offended party, and in the worst case, legal action.

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Toronto High Park FC Social Media

Toronto High Park FC uses its official communication platforms to share Club information in a clear, appropriate and consistent manner. Each platform serves a different purpose and should be used for the type of communication most appropriate to that channel.

Social Media Channels: THPFC social media channels are used to promote and celebrate the Club publicly. Content may include Club news, program promotions, event information, player and team achievements, community initiatives, sponsor recognition, coach education highlights, photos, videos, and other positive stories that reflect the Club's values and activities. Social media content should be suitable for a public audience and posted only by individuals specifically authorized by the Club.

TeamSnap: TeamSnap is used for team specific communication. This may include practice schedules, game details, team events, arrival times, field locations, cancellations, reminders, and other information relevant to a specific team or group. TeamSnap communication should be managed by official team coaches, team managers and/or Club administrators.

PowerUp: PowerUp is used for official Club registration and administrative communication. This may include program registration information, payment details, receipts, waivers, official Club notices, player placement information, program updates, policy communication, and other administrative messages connected to a player or family's participation in THPFC programs. PowerUp communication should be managed by Club administration or other individuals specifically authorized by the Club.

Enforcement

Policy violations will be subject to Toronto High Park FC disciplinary action, up to and including:

- Employees: termination for cause
- Volunteers: removal from the volunteer position and possible termination from the club
- Members: termination from the club

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