



## Media Guidelines for Elk Grove Soccer

**Purpose** - Elk Grove Soccer understands that working in conjunction with the media through traditional means as well as social media is vital to the development and the image of the Elk Grove Soccer organization. Elk Grove Soccer implements the following guidelines for players, parents, coaches, and leadership:

### Social Media Guidelines

Participating in social media networks such as blogs, Facebook, Instagram, and Twitter can be a positive way for players, parents, and coaches to interact with teammates, other parents, fans and/or media. Engaging in social media is just like being interviewed – you are personally responsible for the content you publish on social media. While social media is extremely valuable in today's society, it can destroy a friendship, family relationships, and even a soccer team in a matter of minutes. Treat these words for what they are: permanent records that can never be erased. College coaches and even employers today check social media sites to see if the players they identified on the field also demonstrate character and smart choices off the field.

Elk Grove Soccer provides these social media guidelines that players, parents, coaches, and leadership are expected to follow:

- Do not discuss confidential team information through social media content.
- Do not negatively discuss other players and coaches on your team or other teams through social media content.
- Do not post pictures on social media sites that could put you, coaches, parents, teammates, or staff in poor light.
- Just because you can respond immediately, doesn't mean you should. Before writing something and having it go out to the world for all to see, take some time to think about the possible repercussions of your words.
- Do not engage in negative dialogue about the organization, performances, or respond negatively to criticism.
- Along with being cognizant of the photos you post, make sure the situations in which you are photographed do not put you in an unflattering or compromising positions. photos can be easily shared on the internet.
- While it's acceptable to discuss general topics about training, team events etc., do not provide information about other people without their knowledge or approval.
- Do not post foul language, personal insults, and racial slurs.
- Any player, parents, or member of Elk Grove Soccer who violates these guidelines may be dismissed from the Elk Grove Soccer program.

## **Media Guidelines**

Media coverage for our sport is growing rapidly. How you conduct yourself in the media greatly impacts the image of the Elk Grove Soccer and yourself. When working with any form of media, you are not just speaking to a reporter, you are speaking directly to fans, parents, players, and other teams as well as your team and league officials. Players, parents, and coaches are expected to conduct themselves in a professional manner and understand what is considered acceptable when engaging directly with the media.

Elk Grove Soccer provides the following guidelines for leadership, players, parents, and coaches.

- Coaches, players, parents, and leadership must never individually contact members of the media or initiate media interviews on behalf of the Elk Grove Soccer without first coordinating with the organization's Chief Executive Officer.
- Do not make any statement in public, including any contribution to television, radio, web or print media that:
  1. Is disparaging of a match official, league executives, or representatives, the opposing team, your own team or any Elk Grove Soccer player or team official.
  2. Is disparaging or critical of Elk Grove Soccer policy decisions.

If time permits prior to answering any questions posed to you by media representatives, contact the Elk Grove Soccer's Chief Executive Officer to get any information on the topic you are asked to speak about.

Any questions as to what you can/cannot share and when that information is allowed to be shared should be directed to Elk Grove Soccer's Chief Executive Officer. Ignorance of what is unacceptable will not be a defense to violation of this policy.