



GRANITE BAY JUNIOR GRIZZLIES

Social Media Policy

Granite Bay Junior Grizzlies (“GBJG”) recognizes the importance of the Internet in shaping the public’s perception of our organization. GBJG also recognizes the importance of our Board Members, sport coordinators, sport committee members, coaches, parents, and volunteers in leading and setting the tone of social media interactions in a manner that advances GBJG’s mission and goals.

Mission Statement

Junior Grizzly Football and Cheer are committed to excellence: motivating and challenging our athletes through a partnership of football players, cheerleaders, coaches, parents and community. Success for our athletes will be defined as the self-satisfaction in knowing they have done the best that they are capable of doing. Our program will always be about our athletes – we want to build them up at all times. We will create and nurture an atmosphere where our athletes understand that a positive attitude along with their best effort and hard work mixed with a little fun are the keys to success; there are no gimmicks or shortcuts.

Applicability

This Social Media Policy applies to all Board of Directors, sport coordinators, sport committee members, coaches, players/athletes parents, and volunteers (“GBJG *Members*”). This Social Media Policy applies to all social media content posted by GBJG Members in their professional and personal capacity to the extent such content is related to GBJG.

Aspirations

GBJG strives to create a positive and inclusive organization that is dedicated to helping young athletes reach their potential. In furtherance of this goal, GBJG aspires to engage members of Granite Bay and surrounding communities in positive, honest, transparent, and knowledgeable dialogue about GBJG through social media. GBJG views social media as an important tool for communicating its successes and opportunities for athletic and individual development. GBJG also views social media as a platform for receiving constructive feedback from the community and for discussing GBJG’s challenges and opportunities for improvement in a positive and constructive way.

Guidelines

All GBJG Members 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. If you find yourself in a situation online that is becoming antagonistic, ask the GBJG Board of Directors or your sport coordinator for advice on how to disengage from the dialogue in a polite and respectful manner that reflects well on GBJG.

Do not post content that would harm GBJG or damage GBJG's reputation. Remember that even while you are on your own personal time, you are a representative of GBJG, and people may interpret your online postings or social interactions as though they were official GBJG statements.

Use good judgment when posting comments on any official GBJG sites. Bear in mind that your comments can create liability for GBJG. If you are unsure whether a comment is appropriate to post, either do not post it or obtain prior approval from the GBJG Board of Directors.

2. Be smart about what you publish. Once something is posted, 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," do not post.
3. Encourage others to engage in positive interactions on social media. If you are concerned about any GBJG Member's use of social media, please bring your concerns to the attention of your sport coordinator or a member of the GBJG Board of Directors.
4. Personally identifiable information (information, such as a name and date of birth and/or a street address which, when taken together, can identify a particular individual) should not be disclosed in any manner on official GBJG social networking sites without the approval of the sport coordinator or GBJG Board of Directors.

Violations of the Social Media Policy

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

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