



GEORGIA YOUTH FOOTBALL LEAGUE, INC.
Social Media Policy

Georgia Youth Football League, Inc. (“GYFL”) recognizes the importance of the Internet in shaping the public’s perception of our organization. GYFL also recognizes the importance of our Board members, executive directors, sports coordinators, sport committee members, coaches, employees, and volunteers in leading and setting the tone of social media interactions in a manner that advances GYFL’s mission and goals.

Mission Statement

The mission of the Georgia Youth Football League, Inc. (GYFL) is to create a Christ-centered athletic platform that fosters a competitive and supportive environment for youth football and cheerleading.

Applicability

This Social Media Policy applies to all Board members, executive directors, sports coordinators, sport committee members, coaches, employees, and volunteers (“GYFL Members”). This Social Media Policy applies to all social media content posted by GYFL Members in their professional and personal capacity to the extent such content is related to GYFL.

Aspirations

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

Guidelines

All GYFL 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 GYFL Board of Commissioners or your sport coordinator for advice on how to disengage from the dialogue in a polite and respectful manner that reflects well on GYFL.
2. Do not post content that would harm GYFL or damage GYFL’s reputation. Remember that even while you are on your own personal time, you are a representative of GYFL, and people may interpret your online postings or social interactions as though they were official GYFL statements.
3. Use good judgment when posting comments on any official GYFL sites. Bear in mind that your comments can create liability for GYFL. If you are unsure whether a comment is appropriate to post, either do not post it or obtain prior approval from the Board of Commissioners.
4. 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.
5. Encourage others to engage in positive interactions on social media. If you are concerned about any GYFL Member’s use of social media, please bring your concerns to the attention of your sport coordinator or a member of the GYFL Board of Commissioners.
6. 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 GYFL social networking sites without the approval of the sports coordinator or GYFL Board of Commissioners.

Violations of the Social Media Policy

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

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

Adopted by the GYFL Board of Commissioners