



BRYST Football Academy

Protocols for staff use of electronic media

Bryst FA encompasses Players, Team Officials, Parents, and Employees. We are required by Ontario Soccer to exercise good judgment in use of Social Media websites. It is important that all Bryst FA members conduct themselves in a responsible and respectful manner

- Members are not permitted to post information, photos, or other representation of sexual content, inappropriate behaviour, or items that could be interpreted as demeaning or inflammatory.
- Members are not permitted to post any racial, sexist, homophobic, anti-religious or any other comments of that nature to members or non-members
- Members are not permitted to post any comments that could be deemed derogatory about other players, team officials, teams, clubs or referees
- Members are not permitted to comment on injuries, officiating, or team matters that could reasonably be expected to be confidential to team members
- Members are not permitted to post any threats of violence or harassment
- Members must always follow the guidelines established by the Social Media website being used

Best Practices and Reminders

- Always think twice before posting. If you wouldn't want your parents, friends, coaches etc. to read what you have posted then DO NOT POST.
- Always be respectful, responsible and positive
- Always remember the audience that will have access to your posts. Parents, friends, strangers, current/prospective employers
- Always remember that every time you post, it is PERMANENT. Even if something is deleted it remains on the internet somewhere.

Any violation of these guidelines may be subject to Disciplinary action by Ontario Soccer.

The Academy holds a great deal of information about individual pupils, staff and parents. Where this information is stored on the office server, it is held securely and protected from outside access. Care should be taken when accessing this data to ensure that it is only viewed by authorised personnel.

- Player data
 - Please take care to ensure all player information is handed back to the office
- Use of email
 - Emails between company email addresses (@brystsoccer.com) are secure and can be used to transfer player and staff information.

- If sensitive information needs to be sent to other email addresses, staff must ensure they have a strong email password (upper case, lower case and numbers)

Social networking sites are almost universally used by staff, and also by many players and their parents. It is therefore very easy for parents and players to view pages belonging to staff and vice versa. This raises two issues – the nature of the information available on the staff members’ page, and the issue of “grooming” and other inappropriate contact with children.

- When using sites such as Facebook, staff should ensure that
 - They do not accept players under the age of 18 as “friends” under any circumstances;
 - On Twitter, coaches should not follow players as this enables private conversations. Any interactions must be open to scrutiny.
 - When using Instagram, insure your profile is not public
 - Snapchat is not recommended as the nature of the communication can be private
 - Privacy settings are set to maximum;
 - Photos taken in training, or at BRYST events, must not include any player whose parents have not permitted the use of photographs.
 - Care is taken over comments that can be linked to members of the academy;
 - Photos or comments will not bring the BRYST into disrepute.
- See Appendix 1 for additional guidelines.

Appendix 1: Company Guidelines

- Any member of staff with an account MUST ensure that their account has secure settings and that the content is only available to trusted family and friends.
- Any pictures posted of staff by themselves must be considered and care taken to ensure that no pictures could be compromising to their position.
- NO photographs of members of staff (including those with faces blanked out) should be posted on a website without their permission. If there is a group of people, permission should be gained from ALL people in the photograph.
- NO photographs of staff social events should be posted
- Negative comments linked to the company, children, staff, parents should not be posted. These may include comments such as an unwillingness to go to work or more particular comments.
- Staff who are off sick should consider whether it is appropriate to be using a social networking web site. (Clearly there are circumstances when this could be appropriate e.g. long term sickness absence for a broken bone; but consideration should always be given to how this could be perceived in some circumstances). It is also important that staff consider what information is posted e.g. announcing that

an activity holiday has been booked whilst off sick with a bad back. (This could also lead to disciplinary action ultimately)

- Staff should check what other people can see of their profile regularly.
- Staff should not use swear words on social network sites
- All staff have a responsibility to report any concerns they may have over images or comments posted by staff or others to James Sewell. Some images may be posted by a third party and a member of staff be completely unaware of it.