



Social Media Policy

The Garden City Youth Athletic Association (hereafter GCYAA) recognizes the importance of the Internet in shaping the public's perception of our organization. GCYAA also recognizes the importance of our Board members, directors, sport commissioners, sub-committee, members, coaches, employees, contractors, players, parents and volunteers in leading and setting the tone of social media interactions in a manner that advances GCYAA's mission and goals.

Mission Statement

The GCYAA was formed to provide athletic opportunities, in various sports (currently Baseball, Softball, Football, Cheer and Basketball), for all youths. The GCYAA is dedicated to the development of well-rounded, well prepared, youth athletes through positive sports experiences and to prepare them for the next levels. We strive to develop fundamental skills through active participation of our players and to promote good sportsmanship from our players, coaches, and parents. The GCYAA is also dedicated to support organized sports within the Garden City School District.

Applicability

This Social Media Policy applies to all Board members, directors, sport commissioners, sub-committee, members, coaches, employees, contractors, players, parents and volunteers (hereafter "GCYAA Members"). This Social Media Policy applies to all social media content posted by GCYAA Members in their professional and personal capacity to the extent such content is related to GCYAA in any form or by implication.

Aspirations

The GCYAA strives to create a positive and inclusive organization that is dedicated to helping young athletes reach their potential. In furtherance of this goal, the GCYAA aspires to engage members of the City of Garden City community in positive, honest, transparent, and knowledgeable dialogue about the GCYAA through social media. The GCYAA views social media as an important tool for communicating its successes and opportunities for athletic and individual development, notoriety and recognition. The GCYAA also views social media as a platform to discuss challenges and opportunities for improvement in a positive and constructive way.

Guidelines

All GCYAA Members shall abide by the following guidelines when using social media:

1. Be positive and respectful, and always take the high road. If disagreeing with others' opinions is a *MUST*, remain appropriate and polite. If you find yourself in a situation online that is becoming antagonistic, ask the GCYAA Board of Directors for advice on how to disengage from the dialogue in a polite and respectful manner that reflects well on the GCYAA.
2. Do not post content that would harm the GCYAA or damage the GCYAA's reputation. Remember that even while you are on your own personal time, you are a representative of the GCYAA, and people may interpret your online postings or social interactions as though they were official GCYAA statements.
3. Use good judgment when posting comments on any official GCYAA sites. Bear in mind that your comments can create liability for the GCYAA. If you are unsure whether a comment is appropriate to post, either do not post it or obtain prior approval from the Board of Directors.
4. Be smart about what you publish. Once something is posted, it exists online forever. Ask yourself, "would I want to see this posted on other social media platforms, or posted on a billboard tomorrow, or ten years from now?" If the answer is "no," do not post. You cannot remove a post after having second thoughts because "screen shots" taken by others provide the proof and verification forever.
5. Encourage others to engage in positive interactions on social media. If you are concerned about any GCYAA Member's use of social media, please bring your concerns to the attention of the GCYAA Board of Directors.
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 GCYAA social networking sites without the approval of the GCYAA Board of Directors.

Violations of the Social Media Policy

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

The failure of any GCYAA Member to adhere to this Social Media Policy shall be considered a violation of the GCYAA's Code of Conduct resulting in disciplinary action (i.e. game suspensions) up to and including termination of such individual's involvement within the GCYAA, in accordance with the GCYAA Disciplinary Procedures. Any GCYAA Board of Director Member found in violation of the GCYAA's Social Media Policy will be considered conduct unbecoming of an officer, not in good standing, resulting in **IMMEDIATE** disciplinary action up to an including termination of such individual's involvement within the GCYAA

Adopted and approved by the GCYAA Board of Directors on 02/20/2024