

## AFMO Social Media Policy (Tyke – Bantam)

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**Overview** AFMO is a youth football organization dedicated to the development of players and coaches in the Outaouais region. This policy outlines the policy for the use of social media by AFMO coaches.

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**Effective date** January 1, 2014

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**Who is covered by the policy** This policy applies to all coaches representing any AFMO program or team at the Tyke, Mosquito, Peewee and Bantam levels.

This policy does not apply to the personal use of social media where it is not related to or there is no reference to AFMO or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation.

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**What is social media** The term “social media” as used in this policy encompasses a wide array of online media and communications and their scope is constantly evolving. For purposes of this policy, the terms “online media” and “social media” are to refer to internal and external websites, blogs, online social networks (*e.g.*, Facebook, Twitter, LinkedIn), wikis, video and photo sharing sites (*e.g.*, YouTube, SKYPE and Flickr), and other forms of personal online publishing and discourse. Policies regarding text messaging, email and individual telephonic communications are also covered by these policies.

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**Policy** AFMO does **not** tolerate any communication by coaches with players using social media platforms. For example, coaches may not ‘friend’ players.

All communication with players will be done by email through the team Manager.

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**Consequence of  
non-compliance**

The failure of any AFMO coach to adhere to this Social Media Policy shall be considered a violation of the AFMO code of conduct, and shall be subject to disciplinary action, up to and including termination of such individual's involvement with AFMO.

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