

Social Media Policy and Guidelines:

The American Youth Soccer Organization (AYSO), a nonprofit dedicated to bringing soccer to more kids across the United States, encourages open discussion on our National social media sites such as Facebook, Twitter and Instagram.

We want our AYSO community of 500,000 to interact with one another freely; however, the AYSO National Office does actively monitor comments about our members' experiences and will take reasonable actions to make sure that posted comments are in line with AYSO's [Six Philosophies](#)—Everyone Plays®, Balanced Teams, Open Registration, Positive Coaching, Good Sportsmanship and Player Development—and are appropriate, as well in accordance with the family-friendly tone of AYSO.

The terms and conditions below are used to govern any Social Media platform used by AYSO and are subject to change without notice.

- **Refrain** from disclosing personal information on AYSO players and members, including children's names, addresses, personal contact information or locations.
- **Never expect** that published comments will remain private on Social Media.
- The AYSO National Office and local Regions **reserve the right** to review, edit or remove any comment that does not align with our Six Philosophies or contains inappropriate content (i.e. cursing, harassment, bullying, highlights a child's location, or simply does not support good sportsmanship, , etc.).
 - If an incident is reported and posted on the National Office's Social Media platforms, the National Office will first direct the communications down to the community level so that the local community can resolve the issue. If need be, the incident can be escalated to the National Office and the National Office will—with the local community's support—resolve the issue.
 - If there is an unresolved incident (48 hours) that needs further media management, please direct your inquiry to ccr@ayso.org.
- By publishing content on any online channel owned by AYSO, **you are allowing AYSO** a non-exclusive, royalty-free license to reuse, edit, translate, etc. your content, pictures and videos.
- AYSO sometimes links to other websites as a source for our vast membership, **AYSO is not responsible** for the content that other sources post. Their opinions and views do not necessarily reflect AYSO's, its National Board, its employees or volunteers, nor do these links constitute as endorsements.

- Our national sponsors' opinions and views shared on Social Media **do not reflect** AYSO's. Our national partner's views and opinions, such as Fédération Internationale de Football Association (FIFA), do not reflect AYSO's.
- The Laws of the Game are governed by FIFA, which AYSO, as do other youth soccer organizations, follows.

This policy is in accordance with the Child Online Protection Act (COPA) and is in addition to AYSO's [Safe Haven Electronic Communication and Social Media Policy](#).

Internal Social Media Guidelines and Procedures:

General Use:

- **Employees and volunteers should use full transparency** when discussing anything about AYSO, such as stating a disclaimer that you work/volunteer for AYSO.
- **Information** containing personal identification should never be posted on Social Media. Posted content must comply with the law, AYSO's privacy policy and Safe Haven's Electronic Communication and Social Media policy. Always ask permission before posting photographs of other AYSO employees, players and volunteers.
- **Protect** AYSO confidential information. Do not talk about your job responsibilities and projects on Social Media, even if you feel that it is a private conversation. Do not post proprietary or financial information about your projects or AYSO. If needed, use the helpful guideline, "If this were a news headline, would this harm AYSO?"
- **Use good judgment.** Material that you post online has the potential to hurt your personal reputation, image and ability to collaborate within AYSO. As an employee/volunteer of AYSO, remember that you are a representative of the nonprofit.
- The National Office has **the right to remove any published communications on Social Media**. The National Office will direct the conversation to a one-on-one, personal communication via email or mobile so that issues may be resolved at the community level and escalated to the National Office if need be.

- The AYSO National Office evaluates this policy and our Social Media platforms [every 90 days](#). We are currently actively using Facebook, Twitter and Instagram for our National AYSO accounts. In lieu of using Snapchat, AYSO will use Instagram Stories.

Personal Use:

- Personal social media platforms [should not be logged into using a company email](#), unless that platform is LinkedIn. Do not use AYSO passwords for your Social Media passwords.
- [Employees are allowed](#) to use their personal Social Media accounts as long as their use does not interfere with their workday.
- For branded AYSO Social Media accounts, [only authorized AYSO employees and volunteers](#) may post to the account.
- Any account that is set up in the name of AYSO and is meant to represent the National Organization, AYSO Program, Section, Area or a Region, is the expressed property of AYSO and if requested or required, the account must be turned over to the National Office.