



Pop Warner Top Ten Social Media Guidelines – 2-18-13

Applications such as facebook, twitter, blogs, email and other means of connecting with others give us instant access to widespread communication which makes our lives easier in many ways, but can also invite inappropriate and at times illegal behavior. The intent of these guidelines is to preserve the moral and ethical integrity of the Pop Warner Little Scholars' programs and the people we serve. In no way are we attempting to restrict your right to free speech as we encourage the free exchange of ideas and open dialogue. If you have any questions, please contact the National Office at (215) 752-2691 or business@popwarner.com.

1. USE SOCIAL MEDIA WITH INTEGRITY

Uphold the Pop Warner name (Standards, Code of Conduct) and reputation. Protect your own reputation as member of the Pop Warner organization by remembering many people, even those you may not have intended to share with, will see your conduct and attitude through your online posts and interactions

2. CONDUCT YOURSELF IN APPROPRIATE MANNER

Do not post inappropriate materials, use slurs, insults, and/or vulgarity and/or engage in conduct that would not abide by the Pop Warner Members and Adult Codes of Conduct and may expose you to lawsuits for libel, slander and other offenses. As you are a volunteer for a youth serving organization; members of your organization, including children, may view the material you post.

3. USE DUE DILIGENCE

If you choose for your posts and profiles to be public, then take the time to consider who you “friend” or socialize with and who you accept as fans, as it will be public for many people to view. Your family, friends, colleagues and fellow volunteers online behavior may reflect on the program and yourself.

4. PROTECT OUR CHILDREN

Never post a photo of a child or any of their information without permission from their parent or guardian. In accordance with Pop Warner's Child Protection Policy, as well as state and local laws, posting information about children should be taken with the utmost care and caution.

5. PROTECT CONFIDENTIAL INFORMATION

Do not disclose information that can be considered private to your organization, teams/squads, members, supporters, business partners and/or any other party without their permission. Information such as that disclosed in meetings, events and even in passing, such as names, contact information, birthdays, email addresses and other similar information can be considered private and you may be breaking laws by sharing it. As a volunteer driven youth serving organization, personal information must be treated with the utmost confidentiality and sensitivity as we all have an overreaching responsibility to protect everyone's privacy.

6. THE POWER OF REGRET

Remember that even if your settings are classified as private, your details and posts are never truly private, as your friends will still be able to see your posts and information can be passed along to others easily. Also, you are

sending information over the internet and those comments you make may be permanent and accessed for years to come.

7. KNOW WHAT IS PROPRIETARY

Make sure that all images, statements, and other collateral are appropriate and have the permission of all persons depicted in or associated with them prior to posting/disseminating. Do NOT use Pop Warner trademarks, which include its name and logos, or copyrighted materials such as rulebook and administrative materials, or any other party's protected marks or copyrighted materials, without express written permission.

8. ENHANCE THE POP WARNER COMMUNITY

If you are creating a Pop Warner page, be sure to identify your national, regional, league and/or association affiliations, state up front it is the Official Page of the organization, and post the appropriate links to all affiliated websites and the authorized marks so the page is easily identified. Draft guidelines for fan behavior and be sure to monitor your page for appropriate conduct.

9. REPRESENT POP WARNER WELL

If you are going to speak as a representative of your Pop Warner organization identify your position with your message. For example, I am Joe Smith, president of XYZ Pop Warner. Use social media in a positive manner to add value to the organization. Encouraging your kids to play their best, congratulating your volunteers on their service, thanking your supporters and commemorating special events are all productive means for which to utilize social media.

10. STOP AND THINK

Before posting, take a moment or two and stop and think about what you will be posting. Use this time to think about what the members of Pop Warner will think about your post and how it reflects on Pop Warner and yourself, and make sure it is necessary and appropriate.

11. SPORTSMANSHIP STILL APPLIES

Behavior that would not be considered acceptable at the field is also not acceptable on social media networks. Derogatory comments in regards to players, coaches, parents, officials, or anyone else will not be tolerated.

12. WOULD YOU WANT YOUR KID TO SEE IT

Ask yourself this question when posting content on social media networks. You are a role model to all of the young athletes in Pop Warner, and they may see content that you post. If you have any doubts as to whether or not content is appropriate, side with no.