

BIFC Social Media and Electronic Communication Policy

Bainbridge Island Football Club (“BIFC” or “the Club”) recognizes the importance of social media and electronic communication in today’s society in furthering the Club’s mission, including developing players, managing teams, creating a community surrounding soccer, and generally promoting the game of soccer. While social media and electronic communication are powerful tools for advancing the Club’s interests, they also present special risks to the well being, safety, and reputation the club and its players. In view of the foregoing, the Club adopts the following policies to govern the use of social media and electronic communication by its membership.

Applicability: Unless otherwise stated, this policy applies to all adults who are authorized by BIFC to interact with minors (“Participating Adults”) on its behalf, including employees, administrators, coaches, team managers, board members, and Club volunteers.

Inappropriate Content: The Club adopts the [Washington Youth Soccer Code of Conduct](#) (the “Code of Conduct”). The Code of Conduct requires that all electronic communication, including social media channels (e.g., Facebook, Instagram, Twitter) and electronic messaging channels (e.g., email, SMS, iMessage) be club-related in nature. The Code of Conduct further prohibits abuse, bullying, and harassment in any context, including via electronic communication. Furthermore, the Club prohibits transmitting material that includes personally identifying information (information, such as name and date of birth and/or a street address which, when taken together, can identify a particular individual), when transmitted to another who is not authorized to receive such information.

Communication with Minors: The Code of Conduct, in compliance with the [Safe Sport Act](#), implements procedures to limit one-on-one interaction between Participating Adults and minors. Subject to some exceptions, a Participating Adult must not privately message or establish a social media relationship with a minor athlete. A Participating Adult can respond to a message initiated by a minor, but should include another adult in the response. Please see the Code of Conduct for the specific details of these procedures.

To facilitate full compliance with these procedures, the Club urges coaches, players, and parents, who are communicating about Club activities, to avoid SMS or other forms of ephemeral direct messaging, and instead rely on email or preferably the club-provided communication mechanism, such as TeamSnap.

Club Use of Media: The Club obtains media content (including photos and videos) of Club members engaged in club activities, including game footage, awards ceremonies, participation in tournaments, club travel, and the like. Club members agree to allow and hold harmless the Club when it publishes this media content through various channels, including our website, social media channels (e.g., Facebook, Instagram), video sharing sites (e.g., YouTube), and marketing brochures. The Club uses this media content to advance the club’s mission, including player development, coach training, parent education, community outreach, and the like.