



# SOCIAL MEDIA POLICY

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Kennewick Grid Kids Association (KGK) recognizes the importance of the Internet in shaping the public's perception of our organization. KGK also recognizes the importance of our Board members, executive directors, coordinators, committee members, employees/independent contractors, coaches, volunteers, parents, and players in leading and setting the tone of social media interactions in a manner that advances KGK's mission, goals and purpose. In response, KGK has instituted the a social media policy.

## WHO DOES THE POLICY APPLY TO?

This Social Media Policy applies to all Board members, executive directors, coordinators, committee members, employees/independent contractors, coaches, volunteers, parents, and players (*KGK Members*). This Social Media Policy applies to all social media content posted by KGK Members in their professional and personal capacity to the extent such content is related to KGK.

## WHAT IS ALLOWED?

KGK supports the use of social media for connecting, helping others, and as a resource to learn. This may include any of the following encouraged activities:

- Engaging with and sharing content posted by KGK-branded accounts
- Engaging personally with KGK stakeholders and members
- Representing yourself as a KGK member, up to and including the use of our logos and branding, on your personal profiles
- Using social media as a platform for organization or squad communication and updates

## WHAT IS PROHIBITED?:

Commentary that is considered defamatory, obscene, proprietary or libelous by any offended party could subject you to personal liability and damage KGK's reputation. Once it's on the Internet, it's there forever. Therefore the following activities are prohibited:

- Slandering, harassing, threatening, discriminating against or disparaging any individuals
- Threats, potential threats of violence, online bullying or other criminal acts
- No one is authorized to speak on behalf of KGK, cite anyone without their approval, reveal any confidential or proprietary information or identify any association members

## VIOLATIONS:

Violation of the KGK Social Media Policy will result in disciplinary action up to and including removal from the league at the discretion of the Executive Committee under the association's Code of Conduct..