

The Manchester Storm Academy (MSA) social media policy covers all social media platforms, including Twitter, Facebook, LinkedIn, Instagram, Tumblr, Snapchat and any other current or future applications that fall under the category of social media.

The policy refers to all players of MSA at all age levels and also includes coaching staff, team managers, off-ice volunteers as well as parents/guardians of players.

MSA encourages positive social media use and feel it is a great way to communicate our activities and also share this with friends and family, however we must try to be responsible with the comments we make relating to MSA or other teams and be mindful that comments can be seen by a wider audience.

Based around this the policy is not designed to stop MSA personnel, players and parents from using social media, rather bring to attention the pitfalls and dangers of reckless and careless use.

The following sets out some simple tips that people should consider and ideally follow when using social media to help ensure its use is positive and does not cause offence.

Social Media Tips

- 🛡 Remember what you write can be seen, in most cases, by the public on social media. This is especially true on Twitter where the majority of users have no control over who follows them.
- 🛡 Take responsibility for your comments. You are personally responsible for your comments and in some cases potentially legally liable. There have been some high-profile cases where social media users have been sued for comments.
- 🛡 On Twitter, this does not just apply to personal tweets but retweeting as well. Think before you retweet and the implications of what another user is saying. By retweeting a comment, you could be seen to be endorsing it.
- 🛡 On Facebook or Instagram, think before you like a post as this could be seen as endorsing the post.
- 🛡 Respect your audience. All social media postings should be professional, accurate and should reflect well on you as a person or anyone you may mention. Do not be afraid to be yourself but do so in a respectful manner.
- 🛡 Everything you write can be captured and archived in an instant, so think before you post. It only takes a few seconds for someone to take a screenshot of your post. So even if you delete it, someone may have it and it will still be in the public domain.
- 🛡 Every comment can be scrutinized and maybe taken out of context, so think before you post and make sure you are comfortable with the public reading the comment you are about to post.
- 🛡 Even when you have conversations to one generic user – a close friend for example - the public can check your timeline and view the full conversations. It is easy to get carried away when having a one-to-one social media conversation with a friend, so be careful what you say and what you reveal.
- 🛡 Be mindful and considerate of what you post, what you think may be an innocent comment may cause offence, even if your post is trying to be humorous.

Social Media Rules

To uphold the good name of MSA, there are a number of social media guidelines that players, coaching staff, team managers, off-ice volunteers as well as parents/guardians of a player should adhere to when posting anything that relates to MSA. This also extends to the use of certain social media for the creation of specific groups.

The rules are as follows:

- 🏒 Do not criticise or make reference to game officials, or comment on their performance, whether it be good or bad.
- 🏒 Do not criticise or make negative references to other players on your team or an opposition team.
- 🏒 Do not criticise or make negative references to other opposition teams or any of their volunteers/coaches or manager.
- 🏒 Do not use threatening language or get involved in hostile conversations with other social media users where this relates to MSA.
- 🏒 If MSA is involved in a tournament do not criticise the tournament organisers.
- 🏒 Do not use profanity or words/terms that could be interpreted as racist, sexist or prejudice in relation to any MSA post or in reference to any other teams we are playing.
- 🏒 Do not post any images that could be interpreted as racist, sexist or prejudice in relation to any MSA post or in relation to any other teams we are playing. (Think before posting a picture and to whether it might have implications)
- 🏒 When posting images please ensure this does not include players from other teams that would mean they can be identified.
- 🏒 Snapchat groups should not be set up by players with players from rival teams.

If the rules of this policy have deemed to have been broken this will be investigated and if necessary subsequent actions agreed with the relevant parties to address the issue.

If you have any queries about the social media guidelines, or want some further guidance, contact your Team Manager in the first instance.

ENJOY