



Upstate Football League

Hard Work / Discipline / Dedication

Media, Social Media Policy and Electronic Communications

As part of the Organization's emphasis on athlete safety, all electronic communications between Organization Volunteers and an athlete must be professional in nature and for the purpose of communicating information about football activities. As with any communication, the content of any electronic communication should be readily available to share with the athlete's family. At the request of a parent or guardian, any email, electronic text, social media, or similar communication will copy or include the athlete's parents or guardians.

Social media and electronic communications can also be used to commit misconduct (e.g., emotional, sexual, bullying, harassment and hazing). Such communications by coaches, volunteers, administrators, officials, parents, or athletes will not be tolerated and are considered violations of our SafeSport Policy.

Violations of the Organization's Electronic Communications and Social Media Policy should be reported to the board or. Complaints and allegations will be addressed under the Organization's Disciplinary Rules and Procedures.

<u>Type of Communication</u>	<u>Appropriate</u>	<u>Inappropriate</u>
Facebook, Twitter, Blogs and Similar Sites	Organization Volunteers may create an Organization "alter ego" social media accounts (e.g., "John Doe – Organization Role"). Athlete members over age 13 and parents may friend the official Organization page and Volunteer's alter ego accounts. Coaches and Organization Volunteers may "follow" each other. Volunteers may communicate with athlete's solely through official Organization social media sites or through their Organization alter ego accounts. All posts, messages, text, or media of any kind between Organization Volunteers and athlete must be professional in nature and for the purpose of communicating information about Organization activities, for football-oriented motivational purposes or to respond appropriately to athlete's posts about football related activities.	Volunteers may not have athletes of any team join a personal social media page. If there is a preexisting social media relationship between a Volunteer and a minor athlete, we recommend that the Volunteer terminate that social media relationship and transfer it to a social media relationship between the athlete and the Volunteer's official Organization page. Following a minor whose parents or guardians requested that you not follow.
News Paper, Local News, Any type of Press reporting	Only an Authorized Spokesperson may engage in discussions about the UYA with Third Parties. No other individual is authorized to speak on behalf of UYA. Any other Insider who is contacted by a Third Party must refer the Third Party to an Authorized Spokesperson.	
Email, Texts, Instant Messaging and Similar Electronic Communications	Athletes and Volunteers may use email and texts to communicate. All email and text content between Volunteers and athlete must be professional in nature and for the purpose of communicating information about Organization activities. It is strongly encouraged that parents of minor athletes are copied on any communications.	Volunteer contacts minor athlete directly. Subject of communications is not related to the Organization. Volunteer does not include parents of minor(s).
Digital Photos and Videos	From time to time, digital photos, videos of practice or competition and other publicly obtainable images of the athlete – individually or in groups – may be taken. These photos and/or videos may be submitted to local, state, or national publications, used in marketing or promotional videos, posted on organization associated websites or offered to families seasonally in an electronic form. It is the default policy of the Organization to allow such practices as long as the athlete(s) parents have signed a release (see Appendix B), the athlete(s) are in public view and such imagery is both appropriate and in the best interest of the athlete and the Organization.	Publishing image of anyone who themselves or through their parent/guardian has requested in writing not to be photographed/videotaped.

UPSTATE YOUTH ATHLETICS INC.
29 FOX STREET SUITE 100 POUGHKEEPSIE NEW YORK 12601
PHONE: 845-682-0616
UPSTATEYOUTHATHLETICS@OUTLOOK.COM