

**METRO ATLANTA YOUTH FOOTBALL LEAGUE, INC.**  
**Social Media Policy**

Metro Atlanta Youth Football League, Inc. (“MAYFL”) recognizes the importance of the Internet in shaping the public’s perception of our organization. MAYFL also recognizes the importance of our Board members, executive directors, sports coordinators, sport committee members, coaches, employees, and volunteers in leading and setting the tone of social media interactions in a manner that advances MAYFL’s mission and goals.

**Mission Statement**

The Metro Atlanta Youth Football League, Inc. (MAYFL) is an athletic league dedicated to the purpose of organizing and conducting a competitive football and cheerleading environment for our youth.

**Applicability**

This Social Media Policy applies to all Board members, executive directors, sports coordinators, sport committee members, coaches, employees, and volunteers (“MAYFL Members”). This Social Media Policy applies to all social media content posted by MAYFL Members in their professional and personal capacity to the extent such content is related to MAYFL.

**Aspirations**

MAYFL strives to create a positive and inclusive organization that is dedicated to helping young athletes reach their potential. In furtherance of this goal, MAYFL aspires to engage members of the Metro Atlanta community in positive, honest, transparent, and knowledgeable dialogue about MAYFL through social media. MAYFL views social media as an important tool for communicating its successes and opportunities for athletic and individual development. MAYFL also views social media as a platform for receiving constructive feedback from the community and for discussing MAYFL’s challenges and opportunities for improvement in a positive and constructive way.

**Guidelines**

All MAYFL Members shall abide by the following guidelines when using social media:

1. Be positive and respectful, and always take the high road. When disagreeing with others’ opinions, remain appropriate and polite. If you find yourself in a situation online that is becoming antagonistic, ask the MAYFL Board of Directors or your sport coordinator for advice on how to disengage from the dialogue in a polite and respectful manner that reflects well on MAYFL.
2. Do not post content that would harm MAYFL or damage MAYFL’s reputation. Remember that even while you are on your own personal time, you are a representative of MAYFL, and people may interpret your online postings or social interactions as though they were official MAYFL statements.
3. Use good judgment when posting comments on any official MAYFL sites. Bear in mind that your comments can create liability for MAYFL. If you are unsure whether a comment is appropriate to post, either do not post it or obtain prior approval from the Board of Directors.
4. Be smart about what you publish. Once something is posted, it exists online forever. Ask yourself, “would I want to see this published in the newspaper or posted on a billboard tomorrow or ten years from now?” If the answer is “no,” do not post.
5. Encourage others to engage in positive interactions on social media. If you are concerned about any MAYFL Member’s use of social media, please bring your concerns to the attention of your sport coordinator or a member of the MAYFL Board of Directors.
6. Personally identifiable information (information, such as a name and date of birth and/or a street address which, when taken together, can identify a particular individual) should not be disclosed in any manner on official MAYFL social networking sites without the approval of the sports coordinator or MAYFL Board of Directors.

**Violations of the Social Media Policy**

The MAYFL Board of Directors shall have the authority to monitor and enforce this Social Media Policy. The MAYFL Board of Directors, and any individual appointed by the Board of Directors, shall have the authority to remove any inappropriate or offensive comments from official MAYFL sites and to block any individual or organization from posting on any official MAYFL social media platform if they determine, in their sole discretion, that such removal or block is in the best interests of MAYFL.

The failure of any MAYFL Member to adhere to this Social Media Policy shall be considered a violation of the MAYFL Code of Conduct, and any MAYFL Member who fails to adhere to this Social Media Policy shall be subject to disciplinary action, up to and including termination of such individual’s involvement in MAYFL, in accordance with the MAYFL Disciplinary Procedures.

*Adopted by the MAYFL Board of Directors*