

New Mexico Young America Football League

Social Media Policy

New Mexico Young America Football League ("NMYAFL") recognizes the importance of the Internet in shaping the public's perception of our organization. NMYAFL also recognizes the importance of our Board Members, the executive director, commissioners, coaches, employees, and volunteers in leading and setting the tone of social media interactions in a manner that advances NMYAFL's mission and goals.

Mission Statement

Since 1966 the mission of the New Mexico Young America Football League is to provide a safe, affordable, high quality youth football and cheerleading experience for the children of New Mexico. In doing so, the New Mexico Young America Football League provides an educational experience along with a focus on sportsmanship. Our programs are for children ages six to fourteen years. We strive to provide an environment where children are encouraged to become the best student athletes they can become while demonstrating outstanding sportsmanship and character. The NMYAFL organization is committed to the children, the families and the community we serve, providing support and encouragement for each participant.

Applicability

This Social Media Policy applies to all Board Members, the executive director, commissioners, coaches, employees, and volunteers ("NMYAFL Members"). This Social Media Policy applies to all social media content posted by NMYAFL Members in their professional and personal capacity to the extent such content is related to NMYAFL.

Aspirations

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

Guidelines

All NMYAFL 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 your NMYAFL District Board of Director or your Coach for advice on how to disengage from the dialogue in a polite and respectful manner that reflects well on NMYAFL.
2. Do not post content that would harm NMYAFL or damage NMYAFL's reputation. Remember that even while you are on your own personal time, you are a representative of NMYAFL, and people may interpret your online postings or social interactions as though they were official NMYAFL statements.



3. Use good judgment when posting comments on any official NMYAFL sites. Bear in mind that your comments can create liability for NMYAFL. 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 NMYAFL Member's use of social media, please bring your concerns to the attention of your sport coordinator or a member of the NMYAFL 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 NMYAFL social networking sites without the approval of the sport coordinator or NMYAFL Board of Directors.

Violations of the Social Media Policy

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

The failure of any NMYAFL Member to adhere to this Social Media Policy shall be considered a violation of the NMYAFL Code of Conduct, and any NMYAFL 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 NMYAFL, in accordance with the NMYAFL Disciplinary Procedures.

