

Apex Volleyball Club

Social Media and Electronic Communication Policy

Apex Volleyball Club recognizes the prevalence of electronic communication and social media in today's world. Many of our student-athletes use these means as their primary method of communication. While the Club acknowledges the value of these methods of communication, the Club also realizes that there are associated risks that must be considered when adults use these methods to communicate with minors.

All communications between a coach or other adult and an athlete must be professional in nature and for the purpose of communicating information about team activities. The content and intent of all electronic communications must adhere to the USA Volleyball Code of Conduct regarding Athlete Protection.

For example, as with any communication with an athlete, electronic communication shall not contain or relate to any of the following:

- Drugs or alcohol use;*
- Sexually-oriented conversation; sexually explicit language, sexual activity*
- The adult's personal life, social activities, relationship or family issues, or personal problems; and*
- Inappropriate or sexually explicit pictures.*
- Note: Any communication concerning an athlete's personal life, social activities, relationship or family issues or personal problems must be transparent, accessible and professional.*

*With respect to electronic communications, a simple test that can be used in most cases is whether the electronic communication with athletes is **Transparent**, **Accessible** and **Professional**.*

***Transparent:** All electronic communication between coaches and athletes are to be transparent. Your communication should not only be clear and direct, but also free of hidden meanings, innuendo and expectations.*

***Accessible:** All electronic communication between coaches and athletes should be considered a matter of record and part of the Club's records. Whenever possible, include another coach or parent in the communication so there is no question regarding accessibility.*

***Professional:** All electronic communication between a coach and an athlete shall be conducted professionally as a representative of the Club. This includes word choice, tone, grammar and subject matter that model the standards and integrity of a staff member.*

*If your communication meets all three of the **T.A.P.** criteria, then it is likely your method and manner of communication with athletes will be appropriate.*

FACEBOOK, INSTAGRAM, BLOGS AND SIMILAR SITES

Social media can be a great way to celebrate teammates, share accomplishments, connect with others, and represent our volleyball community. As members of Apex Volleyball Club, what you post online can also reflect on you, your team, your family, and the club.

*Our expectation is simple: **represent your family, your team, and Apex VBC with respect.***

Expectations for players, parents, and coaches:

- **Treat others with respect.** Do not post, share, comment on, or participate in content that bullies, threatens, harasses, humiliates, or targets teammates, coaches, opponents, officials, or other members of the volleyball community.
- **Think before you post.** Remember that screenshots and shared content can remain online even after something has been deleted.
- **Protect the privacy of others.** Do not share private conversations, screenshots, personal information, team communications, or photos/videos of others when doing so could embarrass, harm, or violate their privacy.
- **Avoid inappropriate content.** Players should not post or share content involving illegal activity, threats, hate speech, discriminatory language, sexually explicit material, or other content that could reasonably harm another person or the reputation of the team or club.

Older athletes should remember that college coaches, recruiters, future employers, and others may view public social media accounts. Players are encouraged to use social media as a positive representation of their character, work ethic, interests, and accomplishments.

Apex does not intend to monitor players' personal social media accounts. However, when online behavior is brought to the club's attention and that behavior significantly impacts a teammate, team, coach, or the club environment, Apex will address the situation.

Depending on the circumstances, responses may include a conversation with the athlete and/or parent, a meeting with club leadership, removal of inappropriate club-related content, team consequences, suspension from club activities, or—in serious or repeated situations—removal from the club.