

EXETER YOUTH SOCCER ASSOCIATION

WEBSITE/SOCIAL MEDIA POLICY

WEBSITE

The Exeter Youth Soccer Association website can be reached with two domain names:

1. eysasoccer.com
2. exetersoccer.com

All policies, forms, and governing documents of the Association shall be accessible on the EYSA website for public review.

SOCIAL MEDIA

The Exeter Youth Soccer Association will utilize social media sites such as Facebook, Twitter, and other sites that are considered helpful with marketing and community outreach.

ONLINE REPRESENTATION

The EYSA website and social media sites wholly represent Exeter Youth Soccer Association and as such, must not be used for personal, financial, or political gain by any Association member updating the website or social media pages.

1. The profile picture must present the Association's logo and logo only. Personal pictures of board members, coaches, or their children shall not be used.
2. If a cover photo or some other photo that wholly represents EYSA's social media page exists, these should be limited to either stock photography, scenery from an EYSA event, or any photo deemed by the Board as acceptable representation of the Association. Personal pictures of board members, coaches, or their children shall not be used.
3. The posts on social media pages will be limited to EYSA promotions and providing information to membership such as events, photo sharing, weather cancellations, and any other material related to EYSA offerings. Promotion of businesses shall be prohibited unless the business is a sponsor and the post has been approved by the Board of Directors. Internet "memes", inspirational quotes, and other social content should be avoided unless specifically related to the sport of soccer.
4. The Website/Social Media Director will be the member responsible for posting content and/or coordinating content to both website and social media. They will also serve as the main point of contact for received messages from social media where members are in need of answers to specific questions.