



Coastal FC - Team/Player/Parent Communication & Social Media Guidelines

(Updated February 2025)

Overview

Coastal FC's Communication and Social Media Guidelines are designed to maintain a positive, professional, and respectful online presence while fostering effective communication within the team. These guidelines ensure that all interactions, whether on social media or through team communication platforms, reflect the club's values and uphold its reputation. Coaches, players, and parents are expected to use approved platforms for team-related communication, maintain a respectful tone, and ensure transparency, especially when engaging with vulnerable participants. Following these guidelines, Coastal FC promotes a safe, inclusive, and respectful environment for all involved.

Team Communication Guidelines

Team/Group Chat Protocol and Best Practices:

Coastal FC recommends and encourages teams to use the official Demosphere App for communication. For more information about the Demosphere App, [click here](#). If you are part of the Skill Centre, Team Snap is also an approved platform.

Alternatively, other communication platforms or apps may be used; however, Coastal FC does not endorse these platforms and cannot guarantee the security or confidentiality of any information shared through them. Use at your own risk.

Team Coaches/Managers should:

- Set and discuss group chat guidelines with players/parent groups.
- Monitor group chats for tone and content.
- Address controversial comments quickly and inform the Technical Director.
- Ensure chats occur during reasonable hours and include only team members.
- Avoid private messaging; always include parents/guardians.
- Record communications and share with the club and parents/guardians as needed.
- For video sessions, ensure they are recorded, involve at least one other adult, and inform parents/guardians.



Team/Group chats should:

- Include all players on the team, including the coaches and managers.
- Have a clear purpose and intention.
- Limit chat activity to reasonable hours.
- Exclude non-team members from the chat.
- Encourage positive comments and interactions that enhance team bonding.
- Maintain a respectful tone.
- Always represent the Club positively and follow the [Coastal FC Code of Conduct](#), BC Soccer Codes of Conduct and the [Canada Soccer Guide to Safety](#).
- Encourage players to consider their posts' relevance, necessity, and timing before sharing.

Team/Group chats should not:

- Directly discuss the performances of players on the team
- Directly criticize (or name) players or coaches on their own team
- Directly criticize (or name) players on opposing teams
- Directly criticize opposing teams
- Include inappropriate discussion, content, photos

Consequences

If teams/coaches/players fail to comply with these guidelines, Coastal FC can insist that group chats be shut down and/or all comments about the Club and team cease immediately.

Failure to follow these guidelines may result in chat shutdowns, suspension, or other actions as outlined in the [Coastal FC Code of Conduct](#).

Social Media Guidelines

Expectations for Personal Social Media Use:

Coastal FC encourages players and staff to share their experiences on social media, respecting others' rights and privacy. There's a difference between speaking *on behalf of* the Club or team and speaking *about* the Club or team. When posting online, keep the following in mind:

- **Think before you post:** Ask yourself if it's necessary and appropriate.
- **Represent the Club:** Your posts reflect players, coaches, parents, and Coastal FC.
- **Use official hashtags:** Tag Coastal FC's official accounts and use #coastalfc.



- **Report Concerns:** Report any misuse or negative comments about Coastal FC found on social media platforms to the [Coastal FC's Feedback Form](#). Avoid personally responding, commenting, or engaging in online discussions.
- **Account removal:** The Club reserves the right to remove accounts or posts that do not follow these guidelines or the [Coastal FC Code of Conduct](#).

For Players

- **Think Before You Post:** Ask yourself if it's necessary and appropriate. Remember that everything you post reflects on yourself, your team and Coastal FC.
- **Positive Content:** Share team wins and experiences respectfully and positively.
- **Respect Privacy:** Don't post private information or photos of others without consent.
- **Use Hashtags:** Tag the official Coastal FC accounts and use #coastalfc.
- **Report Concerns:** Report any misuse or negative comments about Coastal FC found on social media platforms to the [Coastal FC's Feedback Form](#). Avoid personally responding, commenting, or engaging in online discussions.

For Team Coaches/Managers

- **Model Professionalism:** Your online behaviour should reflect your role as a coach.
- **Clear Boundaries:** Do not engage in private social media communication with players. Use only approved platforms for team-related communication.
- **Share Positivity:** Post content that promotes Coastal FC's values, achievements, and events.
- **Refrain from Negative Comments:** Avoid posting or commenting negatively about Coastal FC in Facebook groups or other online forums. It's important to address any concerns directly with the club through the [Coastal FC Feedback Form](#) to maintain a positive and constructive environment.
- **Report Concerns:** Report any misuse or negative comments about Coastal FC found on social media platforms to the [Coastal FC's Feedback Form](#). Avoid personally responding, commenting, or engaging in online discussions.

For Parents/Guardians

- **Support Respectfully:** Encourage your children to use social media responsibly.
- **Monitor Your Child's Accounts:** Stay aware of your child's posts and interactions with coaches and teammates.



- **Refrain from Negative Comments:** Avoid posting or commenting negatively about Coastal FC in Facebook groups or other online forums. It's important to address any concerns directly with the club through the [Coastal FC Feedback Form](#) to maintain a positive and constructive environment.
- **Report Concerns:** Report any misuse or negative comments about Coastal FC found on social media platforms to the [Coastal FC's Feedback Form](#). Avoid personally responding, commenting, or engaging in online discussions.

Summary

You are responsible for your actions online. Anything you post that could harm yourself, your team, a teammate, or Coastal FC's reputation is your responsibility. If you're unsure about posting something, don't post it. Remember, the Internet is permanent—even if you delete something or try to stay anonymous. Don't forget that social media and screenshots can have lasting effects.

Coastal FC encourages all players to represent the Club well, stay safe, and have fun. Social media can help you connect with others, but make sure your posts reflect the [Coastal FC Code of Conduct](#).

Official Coastal FC Social Media Accounts:

Overview

The Club's official social media presence aims to promote the Club and its community, communicate events, celebrate achievements, support soccer development, and advocate for diversity, equity, and inclusion.

Clubs Social Media Guidelines:

Facebook: Share key news and events, training and match photos, and exclusive content such as game recaps, tournament summaries, and player features.

Instagram: Use the feed to share photos and reels and promote Coastal FC programs. Use Stories for updates like weather alerts, training highlights, international call-ups, and tournament results.

Twitter/X: Post weather and field news updates while promoting Coastal FC programs.

YouTube: Upload marketing and promotional videos, as well as coaching and training modules.