



Social Media Guidelines

In the world of social media, one can quickly forget how powerful these communication tools can be and the significant impact they can have on an individual, friends, family, and teammates.

Social media refers to the use of web-based and mobile technologies to turn communication into interactive dialogue. Examples of social media include but are not limited to: Facebook, Twitter, Instagram, YouTube, LinkedIn, Tik-Tok, blogs, and podcasts.

As an athlete, parent, coach, or family member affiliated with Tormenta FC Academy, you are a representative of the Academy and are always in the public eye. Please keep in mind the following guidelines below as you utilize social media.

- Be positive and respectful, always taking the high road. When disagreeing with others' opinions, remain appropriate and polite.
- Do not post content that would harm Tormenta FC Academy or damage the Academy reputation. As a representative of Tormenta FC Academy, people may interpret your online postings or social interactions as though they were Tormenta FC Academy statements.
- Use good judgment when posting comments on any official Tormenta FC Academy sites. If you are unsure whether a comment is appropriate to post, please refrain from posting.
- Publish intelligently throughout all social media platforms. Once a post is made, 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.
- Encourage others to engage in positive interactions on social media. If you are concerned about any Tormenta FC Academy member's use of social media, please bring your concerns to the attention of your program director.
- Identifiable information including name, date of birth, street address, or phone number should not be disclosed in any manner on official Tormenta FC Academy social networking sites without the approval of the program director.

The Tormenta FC Academy Social Media Committee shall have the authority to monitor and enforce the social media guidelines. Any violation of this policy shall be reviewed by the committee and determine if disciplinary action is warranted.