

Lakeville Soccer Club Social Media Guidelines

Social media is changing the way soccer clubs work, offering a new model to engage with customers, colleagues, in the State of Minnesota. LSC believes this kind of interaction can help build stronger relationships with members and soccer clubs. And it's a way for LSC to take part in global conversations related to soccer and things we care about.

These are the official guidelines for participating in social media with LSC. If you're a board member, contractor, coach or manager creating or contributing to blogs, social networks, virtual worlds, or any other kind of social media in relation to Lakeville Soccer Club, these guidelines are for you. They will evolve as new social networking tools emerge, so check back regularly to make sure you're up to date.

Participation on behalf of LSC in social computing is not a right but an opportunity, so please treat it seriously and with respect. Please know and follow the Player, Parent or Coach Code of Conduct. Failure to abide by these guidelines and the Code of Conduct could put your participation at risk.

1. Disclosure
 - Your honesty or dishonesty will quickly be noticed in the social media environment. Please represent LSC ethically and with integrity.
2. Protect
 - Remember, if you're online, you're on the record. Everything on the Internet is public and searchable. And what you write is ultimately your responsibility.
 - Don't tell secrets: Never reveal confidential information. Off-limit topics include: litigation, non-published financials, and unreleased product information. Also, please respect logo and/or brand.
 - Don't slam the competition or LSC: Play nice. Anything you publish must be true and not misleading.
 - Don't overshare: Be careful out there, once you hit "share," you usually can't get it back.
3. Use Common Sense
 - Perception is reality and in online social networks, the lines between public and private, personal and professional are blurred.
 - Add value: There are millions of words out there, make yours helpful and thought-provoking. Remember, it's a conversation, so keep it real. Build community by posting content that invites responses, then stay engaged.
 - Did you screw up? If you make a mistake, admit it. Be upfront and be quick with your correction.

For information about Cyber Bullying, see LSC Cyber Bullying policy.