



Social Media Guidelines

Calgary Blizzard Soccer Club believes in open communication and encourages our teams, players, coaches, parents and volunteers to tell the world about your passion for soccer and our club. Whether you do this through Twitter, Instagram, Facebook, Snapchat or other forms of online publishing, we ask you to follow our Club's simple guidelines to avoid problems or misunderstandings.

Your views are just those "your views". Make it clear in your profile that your opinions and thoughts are your own and not those of Calgary Blizzard Soccer Club. The only official social media accounts and spokesperson for the Club is Alan Rickwood.

Show good sportsmanship. Don't post negative comments about other teams, clubs or players...or your own team, coach, other players and parents. Remember the soccer community is very small and the Internet never forgets.

Take the high road. If a player leaves the club or your team, there is no need to "unfriend" them or "block them" from team accounts, particularly for accounts open to the public.

If you mess up, correct it, immediately. If you post something you find out later is untrue, be the first to respond to your own mistake.

Respect people's privacy. Not everyone wants their photo included in your social media posts. Ensure you have everyone's permission for photos in which they are included before you post.

Act with good intentions. Anything you put out there related to Blizzard Soccer Club is upholding our Club's image, please act responsibly about your posts...if in doubt feel free to ask the Club for guidance at blizzardcommunications@gmail.combefore you hit send.

Team Account Guidelines. Blizzard team accounts on Facebook, Twitter, Instagram etc. are a great way to keep players and parents updated on the team's activities.

Include the Blizzard website and logo under team profile information. Let people know where the team is from and where they can get involved.

Have fun and connect. We love to see the great photos and posts of Blizzard players enjoying their soccer! Keep them coming!