Blackhills Football Club Electronic Communications and Social Media Policy

As part of Blackhills Football Club's (BFC) emphasis on athlete safety, communications involving our youth athletes should be appropriate, productive, and transparent. Effective communication concerning travel, practice, game schedules, and administrative issues among administrators, coaches, team managers, athletes, and their families is critical. However, the use of mobile devices, web-based applications, social media, and other forms of electronic communications increases the possibility for improprieties and misunderstandings. The improper use of electronic communications and social media can result in misconduct and is strictly prohibited by BFC.

It is the policy of BFC that any person involved in club programs such as a coach, employee, player, volunteer, or adult participant shall adhere to this policy for electronic communications and social media. All electronic communication between a coach (and other adults including employees, volunteers, or adult participants) and athletes must be for the purpose of conveying information about team activities. Any content of an electronic communication must be readily available to share with the public or families of the athlete or coach.

BFC requires coaches, players, managers, employees, volunteers, and parents to use the club's registration software official app for team communications because the app will not allow direct one-to-one communications between adults and athletes. Coaches may supplement communications with email and texting groups but must include parent(s) or guardian(s) of the athlete, or an RMA cleared adult (such as an assistant coach or team manager), in all communications.

All posts, messages, texts, or media of any kind must be professional in nature and for the purpose of conveying information about team activities or for team-oriented motivational purposes. Direct, private, one-on-one messaging between adults and athletes is prohibited.

Social media and electronic communications can be used to commit abuse and misconduct (e.g. emotional, sexual, bullying, harassment, and hazing). Such communications by coaches, employees, volunteers, adult participants or athletes will not be tolerated and are strictly prohibited by BFC.

Violations of this policy should be reported immediately to the BFC Board or technical director. Anyone who violates this Electronic Communications and Social Media Policy is subject to appropriate disciplinary action including suspension and expulsion. Any concerns about abuse or misconduct must be reported to the BFC board or technical director and will be referred to SafeSport and law enforcement authorities.