Social Media & Off-Duty Conduct Policy

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Primary Contact: CEO

1. Purpose

As role models for youth and representatives of the Boys & Girls Clubs of Chaves & Lincoln Counties (BGCCLC), staff and volunteers are expected to use social media, online gaming platforms, and all digital communication tools responsibly. Professional conduct both on and off duty reflects directly on our organization. Our reputation with youth, families, donors, and the community depends on the integrity and professionalism of our team.

2. Scope

This policy applies to:

- All employees, interns, and volunteers of BGCCLC.
- Conduct during and outside of work hours when it may impact the Club's reputation.
- All online platforms, including but not limited to social media (Facebook, Instagram, TikTok, YouTube, X/Twitter, LinkedIn, blogs, group chats, etc.) and gaming or streaming platforms (Twitch, Discord, Xbox Live, PlayStation Network, Steam, etc.).

3. Professional Conduct

3.1 Youth Safety

- Do not post photos, videos, or names of Club members on personal accounts or gaming/streaming profiles. All youth-related posts must come from official BGCCLC accounts and have proper parental/guardian consent.
- Do not connect with or communicate privately with members on personal social media or gaming platforms (e.g., "friending," "following," or playing online multiplayer games together).
  Never share private conversations, behavioral information, or identifying details about youth through any digital medium.

3.2 Professionalism & Respect

- Treat all online and gaming interactions with the same professionalism expected at work.
- Do not post or engage in obscene, harassing, discriminatory, or inflammatory content, including voice chat or gaming streams.
- Avoid public arguments, offensive language, or commentary that could harm the Club's image, whether through text, voice chat, or live streaming.

3.3 Confidentiality

- Do not share internal communications, financial information, or donor details.
- Protect the privacy of staff, youth, families, and partners in all online environments.

4. Off-Duty Conduct

Even when off the clock, employees and volunteers are representatives of BGCCLC. Conduct—both

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online and in gaming spaces—may result in corrective action if it:

- Damages the Club's reputation with families, schools, partners, or donors.
- Involves illegal activity, harassment, discrimination, or violence.

Undermines relationships with sponsors or community stakeholders.

- Creates a conflict of interest (e.g., promoting competing youth services inappropriately).

Includes online gaming or streaming activity that is inappropriate, profane, or reflects poorly on the organization.

5. Guidelines for Social Media Use

5.1 Official BGCCLC Accounts

- Only authorized staff may post on official Club or gaming-related accounts.
- All youth content must comply with parental consent forms and BGCA standards.
- Content should reflect the Club's mission: safe, positive, and inclusive youth development.

5.2 Personal Accounts & Gaming Profiles

- Use good judgment; assume all posts, streams, or gaming interactions can be shared publicly.
- Do not use the Club logo, uniforms, or branding without permission on social media, streaming accounts, or gamer tags.
- If discussing youth work or community service, include a disclaimer (e.g., "Opinions are my own and do not represent BGCCLC.").
- Avoid political or religious statements that could be associated with the Club.
- Do not stream or record Club activities, members, or staff on personal gaming or streaming platforms.

6. Prohibited Activities

Employees and volunteers may not:

- Post pictures, videos, or information about members without written authorization.
- Harass, bully, or engage in discriminatory behavior online or via gaming platforms.
- Use social media, streaming, or gaming platforms during program hours in ways that distract from responsibilities.
- Share confidential donor/member/family information.
- Represent themselves as speaking on behalf of BGCCLC without approval.
- Invite, follow, add, or play with Club members on personal gaming accounts.
- Post or stream Club members on any personal or public social media/gaming accounts.

7. Monitoring & Enforcement

- BGCCLC may review public social media, gaming, and streaming content for compliance.
- Violations will be documented (screenshots, recordings, timestamps) and escalated to supervisors/HR.
- Repeated or serious violations will result in corrective action.

8. Disciplinary Action

Failure to follow this policy may result in:

- Verbal or written warning
- Suspension or removal from duties
- Termination of employment or volunteer service
- Legal action if required (e.g., in cases of child safety, harassment, or privacy violations)

9. Best Practices

- Think before posting or streaming – would you want families, donors, or youth to see this
- Promote positivity – share community, learning, and teamwork.
- Respect privacy – protect youth, families, and coworkers.
- Separate roles – keep personal, Club, and gaming accounts distinct.
- Be mission-driven – every interaction, post, or stream should reflect BGCCLC's values of safety, fun, respect, and opportunity.

10. Review

- This policy will be reviewed annually and updated as needed.

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