



## Villarreal Virginia Academy

### Social Media Policy

#### Official Social Media Accounts

Website – [www.villarrealvaacademy.org](http://www.villarrealvaacademy.org)

Instagram – Villarreal\_Virginia\_Academy

Twitter - @villarrealvausa

We are very happy when teams have Instagram accounts and twitter feeds and encourage a member of your team grow your team website within our website, where family members and college coaches can view information about you. Instagram and twitter feeds to be named as follows with examples. Club name or followed by year, followed by gender.

Villarreal VA 09 B or Villarreal VA 09 G

If you need to put an underscore ( \_ ) in the name for spacing this is acceptable and suggested.

Please do not have separate accounts for each team in the age group. Please have one combined account for all the teams in the age group. Therefore, do not have Yellow and Blue accounts – One account for all age groups. Every player is important in the club.

Please make sure that the manager and coach has the user name and password of these accounts as well. It is important that multiple people have access to the account. Every team account password and user name should be sent to Michelle Augustine to keep on file. If you wish to have a jpeg or png sent to you the club will send the logo.

#### MESSAGE TO PLAYERS:

Just a friendly reminder about responsible social media usage. As part of Villarreal Virginia Academy (VIVA) you are now all representatives and ambassadors of a global brand who has a proud history. With being part of an elite organization comes the responsibility to maintain the highest standards of behavior, ethics and social responsibility. We often discuss that “Character is what you do”; this concept is not just intended to guide our actions on the field, but also our daily lives. At Villarreal Virginia we take seriously our Club members behavior when associated to our organization. Recognizing the explosion and prolific usage of social media, we encourage all our Club members to utilize discretion and care when posting media content. The reality is everything you do on the internet is a window into who you are as a person. College and HS Coaches as well as prospective employees are now often assessing future recruits and employees by reviewing their social media content. Profanity, risqué pictures or even innocent comments or jokes can, and often will, shape opinions of you without you even realizing it and may ultimately impact the opportunities available to you. Please remember that you are the face of the club, your behavior and attitude reflect the image of Villarreal CF and Villarreal Virginia Academy