



## 402 Development Academy SOCIAL MEDIA POLICY

402 Development Academy (402 DA) recognizes the role social media plays in modern communication. As such, we respect the right of an individual associated with 402 DA to use social networks for self-publishing and self-expression related to our work, while adhering to our organizational guidelines. Your social commentary is not only a direct reflection of you personally, but also of our brand. Commentary that is considered defamatory, obscene, proprietary, or libelous by any offended party could subject you to personal liability and damage 402 DA's reputation. Any individual associated with 402 DA is expected to adhere to the following guidelines:

1. As ambassadors of 402 DA, engaging with and sharing content posted by 402 DA-branded accounts is encouraged.
2. Engaging personally with 402 DA's stakeholders (donors, volunteers, sponsors, vendors, grantors, etc.) is encouraged.
3. Representing yourself as a 402 DA employee, coach, supporter, or athlete, up to and including the use of our logos and branding, on your personal profiles is encouraged. 402 DA Administrators can provide you with suggested language, images, and branding guidelines.
4. Protect 402 DA's privacy. Sharing any organization-privileged information or documents will not be tolerated.
5. Keep a written record of media contacts, including the name of the reporter, the publication, and the topic of the inquiry. Immediately inform 402 DA Administrators if contacted by the media or press regarding any post that relates to 402 DA business. Please do not engage in interviews or provide statements to the media on our behalf without prior authorization from 402 DA Administrators.
6. 402 DA will never take a political stance, and 402 DA social accounts will not allow politics to reflect in what we post, what we "like", or who we "follow".
7. All 402 DA social posts will use respectful, articulate, appropriate language that aligns with our purpose, and we expect the same from personal posts representing our work.
8. 402 DA social accounts will only share content that directly relates to 402 DA-specific events, grants and awards, stories, fundraising, or otherwise aligns with the purpose of 402 DA directly.
9. Ensure honesty and accuracy when posting 402 DA club information or news, and if you make a mistake, correct it quickly.
10. Never negatively address other clubs or anyone associated with them, using social media or any other platform.

Employees, contractors, or other designated 402 DA representatives who violate this policy may face discipline up to termination. 402 DA will take legal action against violations of this policy that cause harm to the reputation or interest of 402 DA or the overarching Team 402 charity.