



SOCIAL MEDIA POLICY.

FOREWORD. Our Values.

The values of The Player are clear. We believe in true development. True holistic sporting development. Progression that goes beyond skills and talent, emphasising on psychological resilience, teamwork and work ethic, technical and physical wellbeing and being a great person. We want to mould players into versatile, well-rounded athletes ready for success, on and away from the sporting environment.

Our values are significant to everyone involved with The Player. Our community is everything and we share the true values of the region we are based.

“To treat every person, no matter what their creed or race, as a special soul”

VISION	To inspire and empower. Engraving our business into diverse cultures globally, to engage and deliver a diversity of programming and support.
JOURNEY	Sharing immense passion for the process
COMMUNITY	Commitment to creating a positive, inclusive environment, that allows for all background and cultures to feel supported and welcome.
PARTNERSHIPS	Our value lies in our knowledge, experience and most importantly, our partners. Nobody will conquer the world on their own. Relationship building is the forefront of everything we do.

EFFECTIVE DATE

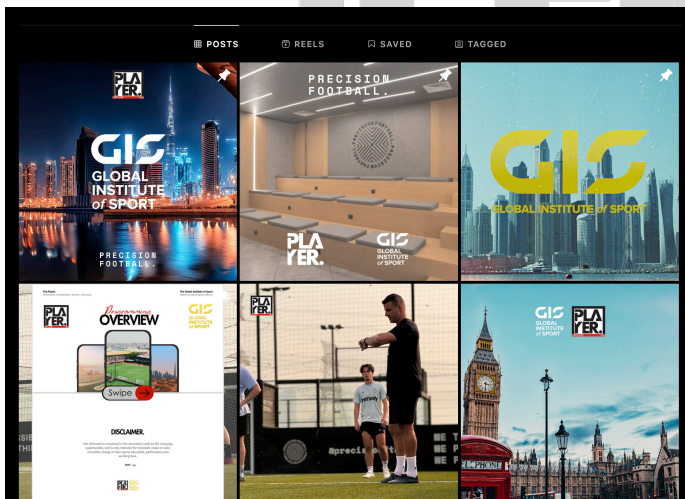
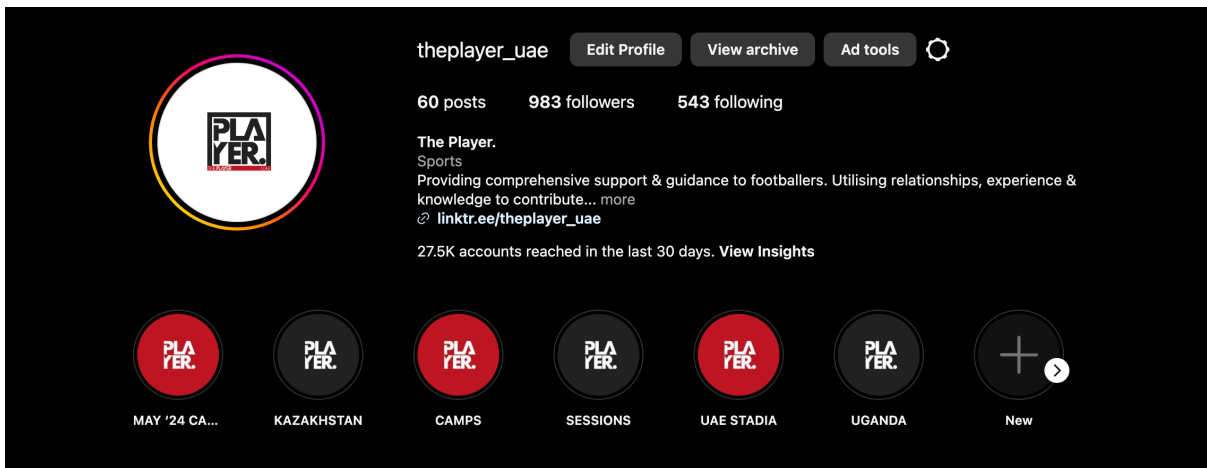
April 2024

1. PURPOSE

This policy provides guidelines for the use of social media by coaches, members, families, employees, coaches, volunteers, representatives and our wider community of The Player. It aims to protect the reputation of the organisation, those within it and to also promote a positive and engaging online presence for all involved.

2. SCOPE

This policy applies to **ANY** member at any stage of representation of The Player on social media platforms, including but not limited to Facebook, Twitter, Instagram, TikTok, YouTube, Snapchat and any additional on or offline forms.



3. GUIDELINES FOR PERSONAL USE

Be Respectful

Always be respectful when mentioning the organisation, its members, and its competitors.

Identify Yourself

If discussing work-related topics on personal accounts, clearly identify your association with The Player.

Maintain Privacy

Do not disclose any confidential or sensitive information about the organisation, its members, or its operations.

Protect Confidential Information

Do not share any confidential or sensitive information related The Player, its members, or operations.

Respect Privacy

Be mindful of sharing images or information about fellow team members, participants, or any confidential club activities without their consent.

No Harassment or Hate Speech

Avoid any form of harassment, hate speech, or discriminatory remarks on social media. Promote a positive and inclusive environment.

Separate Personal and Professional Accounts

Consider keeping personal social media accounts separate from professional ones to maintain clear boundaries. Making personal accounts private also helps in the

Think Before You Post

Always consider the potential impact of your posts. Ask yourself how your words may be interpreted and whether they align with the values of The Player.

4. GUIDELINES FOR OFFICIAL USE

Authorised Personnel

Only designated individuals are authorised to post on behalf of The Player. Unauthorised posts can lead to misinformation and damage to the organisation's reputation.

Content Approval

All content must be reviewed and approved by the designated social media manager before posting.

Social Media Account Manager

Sam White [sam@theplayer.team or +971 (0) 55 994 3104]

Engagement

Encourage positive engagement with followers. Respond to comments and messages in a timely manner, maintaining professionalism at all times.

5. PROMOTION AND ADVERTISING

All promotional content must align with the values and mission of The Player.

Use of official logos, branding, and images must be in accordance with brand guidelines.

6. CONDUCT AND BEHAVIOUR

No Harassment

Harassment, hate speech, or discriminatory comments will not be tolerated.

Constructive feedback at all times.

Encourage constructive feedback and dialogue, but do not engage in arguments or confrontations at any stage in an online format.

7. CRISIS MANAGEMENT

In the event of a crisis or any negative publicity, do not respond on social media without direction from the management team. Refer all inquiries to the designated spokesperson and a plan of engagement will be developed.

8. MONITORING AND ENFORCEMENT

The Player reserves the right to monitor social media interactions related to the organisation and its employees and members. Violations of this policy may result in disciplinary action, up to and including termination of employment or status held within The Player and/or any of its operations.

9. TRAINING

All staff and volunteers will receive training on this policy and best practices for social media use to ensure a consistent and professional online presence. Training will be carried out on a minimum of 2 workshops annually.

10. REVIEW AND UPDATES

This policy will be reviewed annually/seasonally and updated as necessary to reflect changes in social media practices, technology, or organisational needs.

11. ACKNOWLEDGMENT

By participating in social media as a representative of The Player, you agree to adhere to this policy.

Name _____

Designation _____

Signature _____

Date _____ / _____ / _____

Name (Director, The Player) _____

Signature _____

Date _____ / _____ / _____

