



PO Box 23075 in Lincoln, Nebraska 68542 · 402-803-4107 · team402.org

## **402 DEVELOPMENT ACADEMY SOCIAL MEDIA POLICY**

402 Development Academy (402 DA) recognizes the important role social media plays in communication, community engagement, and storytelling. We respect the right of individuals associated with 402 DA to use social media for personal expression and to share their experiences. At the same time, all online activity should reflect the values, integrity, and reputation of our organization.

When representing or referencing 402 DA, individuals should understand that their online presence reflects not only on themselves, but also on the broader Team 402 community. Inappropriate or harmful content, including material that is defamatory, obscene, misleading, or confidential, may result in personal liability and may damage the reputation of the organization.

All individuals affiliated with 402 DA are expected to adhere to the following guidelines:

1. **Be a Positive Ambassador**

Engaging with and sharing content from official Team 402 and 402 DA accounts is encouraged. Help promote the positive work of the organization.

2. **Engage Respectfully with the Community**

Interactions with players, families, donors, sponsors, volunteers, and partners should always be professional, respectful, and aligned with our mission.

3. **Use of Name, Logo, and Branding**

Individuals may identify their affiliation with 402 DA on personal profiles. Use of logos and branding should be appropriate and consistent with club standards. Guidance is available from Team 402 administrators.

4. **Protect Confidential Information**

Do not share any non-public, sensitive, or proprietary information related to athletes, families, staff, or organizational operations.

*The Team 402 experience will provide an honest strategy promoting hard work and excellence in a fun environment, allowing all young athletes the opportunity for personal development through exposure to "the team" experience to build a foundation of empowerment for life.*



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**5. Media and Press Inquiries**

If contacted by media regarding 402 DA-related matters, document the inquiry and notify Team 402 administrators immediately. Do not provide statements or participate in interviews without prior authorization.

**6. Non-Political Position**

402 DA maintains a non-political stance. Official accounts will not engage in political content, and individuals representing the organization should avoid associating 402 DA with political viewpoints.

**7. Professional and Respectful Communication**

All posts related to 402 DA should reflect respectful, appropriate, and constructive language. This expectation applies to both official and personal accounts when referencing the organization.

**8. Mission-Aligned Content**

Official 402 DA platforms will focus on content that supports our mission, including events, athlete development, achievements, community engagement, and fundraising.

**9. Accuracy and Accountability**

Ensure all shared information is accurate. If an error occurs, it should be corrected promptly and transparently.

**10. Respect for Others in the Soccer Community**

Do not post negative, disparaging, or inflammatory content about other clubs, players, coaches, officials, or organizations.

**Enforcement**

Failure to comply with this policy may result in disciplinary action, up to and including termination of affiliation with 402 DA. The organization reserves the right to pursue legal action in cases where violations result in harm to the reputation, operations, or interests of 402 Development Academy or Team 402.

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