



Corinthians F.C Social Media Policy

Introduction.

Social media represents a vast online community where customers, partners, suppliers, and supporters come together to share information, promote products and services, and exchange opinions and experiences. Corinthians F.C recognises the limits and risks of social media, and how it can affect our club's brand, public image, and core values. Therefore, we have created this social media policy to lay out a framework of tested social media guidelines and protocols.

Purpose.

The purpose of this social media policy is to (a) outline the social media guidelines and protocols of the company, (b) define the rules that apply to both club and personal social media use, and (c) to explain the clubs disciplinary action process for policy violations.

Scope.

This social media policy applies to all Corinthians F.C members, including paid members, volunteers, contractors, and supporters. Corinthians F.C defines social media as any form of your own or someone else's blog, journal, personal website, social networking site, and/or chat room.

Corporate Use.

Members that are responsible for representing the club on social media are required to uphold the company's image, core values, and brand. Subsequently, Corinthians F.C expects all members to always remain fair, professional, and polite to any Corinthians F.C partners, customers, members, and/or supporters.

Social Media Guidelines:

- Avoid speaking on and/or posting about subjects outside of football.
- Reply to all comments in a timely manner.
- Correct or delete incorrect and/or misleading content.
- Adhere to the club's confidentiality agreement and anti-discriminatory policy.
- Avoid posting and/or sharing offensive, discriminatory, and/or false information.

Personal Use.

While Corinthians F.C recognises that we may not prohibit our members from posting personal opinions and content on private accounts, we do expect our members to uphold the highest level of respect and adhere to our clubs' anti-discriminatory policies.

Furthermore, we ask all Corinthians F.C members to:

- Clearly state that personal opinions and content on members' social media accounts are not approved or supported by our club.
- Avoid posting intellectual property and confidential club information on personal social media accounts.

- Avoid discussing club-related information with others on personal social media accounts.
- Avoid sharing abusive, offensive, and/or slanderous content.

Disciplinary Action.

If a Corinthians F.C member does not follow the guidelines set out in this social media policy, Corinthians F.C management will have grounds to take disciplinary action, up to and including termination of membership. Policy violations include:

- Releasing club information on social media channels.
- Posting inappropriate content and subject matter on club social media channels.
- Posting offensive comments and neglecting to reply to all online.
- Posting false information and personal opinions on club social media channels.

Each offence or policy violation will be thoroughly investigated by the Media Manager and the Chairman before disciplinary action is finalised. Disciplinary action may include a reprimand, written warning, and/or termination of membership and player registration.