

# TEXAS EXPRESS BASKETBALL

## Social Media Policy

Texas Express Basketball, Inc. (“TEB”) recognizes the importance of the Internet in shaping the public’s perception of our organization. TEB also recognizes the importance of our Board members, trainers, sport coordinators, sport committee members, coaches, employees, and volunteers, and athletes in leading and setting the tone of social media interactions in a manner that advances TEB’s mission and goals.

### *Mission Statement*

Our goal is to provide an exemplary program for all players who desire to be better prepared for the junior high, high school, and the college level of basketball. We strive to provide our teams with high quality experienced coaches, who are dedicated to developing players to reach their highest potential both on and off the court.

### *Applicability*

This Social Media Policy applies to all Board members, executive directors, sport coordinators, trainers, sport committee members, coaches, employees, and volunteers (“TEB Members”). This Social Media Policy applies to all social media content posted by TEB Members in their professional and personal capacity to the extent such content is related to TEB.

### *Aspirations*

TEB strives to create a positive and inclusive organization that is dedicated to helping young athletes reach their potential. In furtherance of this goal, TEB aspires to engage members of the community in positive, honest, transparent, and knowledgeable dialogue about TEB through social media. TEB views social media as an important tool for communicating its successes and opportunities for athletic and individual development. TEB also views social media as a platform for receiving constructive feedback from the community and for discussing TEB’s challenges and opportunities for improvement in a positive and constructive way.

### *Guidelines*

All TEB Members shall abide by the following guidelines when using social media:

1. Be positive and respectful, and always take the high road. When disagreeing with others’ opinions, remain appropriate and polite. If you find yourself in a situation online that is becoming antagonistic, ask the TEB Board of Directors or your sport coordinator for advice on how to disengage from the dialogue in a polite and respectful manner that reflects well on TEB.
2. Do not post content that would harm TEB or damage TEB’s reputation. Remember that even while you are on your own personal time, you are a representative of TEB, and people may interpret your online postings or social interactions as though they were official TEB statements.
3. Use good judgment when posting comments on any official TEB sites. Bear in mind that your comments can create liability for TEB. If you are unsure whether a comment is appropriate to post, either do not post it or obtain prior approval from the Board of Directors.
4. Be smart about what you publish. Once something is posted, it exists online forever. Ask yourself, “would I want to see this published in the newspaper or posted on a billboard tomorrow or ten years from now?” If the answer is “no,” do not post.
5. Encourage others to engage in positive interactions on social media. If you are concerned about any TEB Member’s use of social media, please bring your concerns to the attention of your sport coordinator or a member of the TEB Board of Directors.
6. Personally identifiable information (information, such as a name and date of birth and/or a street address which, when taken together, can identify a particular individual) should not be

disclosed in any manner on official TEB social networking sites without the approval of the sport coordinator or TEB Board of Directors.

**Violations of the Social Media Policy**

The TEB Board of Directors shall have the authority to monitor and enforce this Social Media Policy. The TEB Board of Directors, and any individual appointed by the Board of Directors, shall have the authority to remove any inappropriate or offensive comments from official TEB sites and to block any individual or organization from posting on any official TEB social media platform if they determine, in their sole discretion, that such removal or block is in the best interests of TEB.

The failure of any TEB Member to adhere to this Social Media Policy shall be considered a violation of the TEB Code of Conduct, and any TEB Member who fails to adhere to this Social Media Policy shall be subject to disciplinary action, up to and including termination of such individual's involvement in TEB, in accordance with the TEB Disciplinary Procedures.