



LA Bulls Soccer Club

Social Media Guidelines for Independent LA Bulls Sub-accounts

LA Bulls Sub-brand Social Media Account Guidelines

Purpose: The LA Bulls Sub-brand Social Media Account Guidelines are a living set of expectations to guide individual teams should they decide to create independent team social media pages.

Guidelines

It is by no means a requirement of any LA Bulls teams to create individual team accounts but the Club would like to be supportive of this expression of pride and individuality while ensuring the image of the LA Bulls is being portrayed in a way that aligns with the overall mission and values of the Club.

These guidelines encourage us to work collaboratively to maintain the integrity of the LA Bulls through the ever-changing world of social media, build community in virtual spaces and share our enthusiasm and passion for soccer with the public while protecting our players.

When initially considering whether you, as a team member of the LA Bulls, want to create an account, be aware you are expected to follow these basic guidelines:

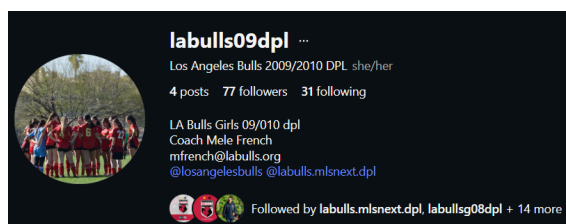
- No profanity in your social media handle or within content of any posts
- For every post, you must get approval from a majority of your teammates prior to posting
- In alignment with the Club, content should focus on development, not results
- Sub-accounts are prohibited from implying or using language that states they are an “official” account of the LA Bulls
- Sub-accounts are prohibited from posting content that promotes personal views or perspectives on behalf of the LA Bulls
- Content cannot violate intellectual property rights
- Be mindful of doxxing or publishing personal and confidential information of any teammate
- Posts cannot contain content that incites animus, hatred, violence, harassment, bullying, or discriminatory remarks
- Content that encourages harm against individuals or groups based on race, ethnicity, religion, gender, sexual orientation, disabilities, or any other characteristics are strictly prohibited
- Language and overall tone of posts should promote sportsmanship

Your handle and profile image should **align** with existing LA Bulls professional/business accounts while remaining **clearly distinguishable** (i.e your handle should include your individual team level/name either preceded by or followed by labulls and your profile image should **not be** the LA Bulls logo alone). Examples below:



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Your bio should clearly state your team name and preferably link back to official LA Bulls content (i.e our [professional IG pages](#), [website](#) or [LinkTree](#)). You can tag any official LA Bulls accounts (@losangelesbulls, @labulls.mlsnext.dpl and/or @labulls.sfv.scv) in your posts but do not expect the Club to re-post, collaborate or post any content to our main grids. We will do our best to share if content aligns with the guidelines stated above.

Utilize this linked [downloadable logo](#) when creating your profile image. You may also use a profile image that features a majority of your team.

If your team dissolves, it is the responsibility of the account holder/user to discontinue/delete the social media account. This is to ensure the account is not subject to being hacked in the future.

If your account is not adhering to the guidelines above, the LA Bulls has a right to disband or delete the account.

The LA Bulls are not responsible for any misrepresented content.