



OFFICIAL ELEMENT ESPORTS POLICY

SOCIAL MEDIA AND PUBLIC COMMUNICATIONS POLICY

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POLICY OWNER	ELEMENT ESPORTS LEADERSHIP

Element Esports is the non-FPS sister organization of ADHD Esports. This edition preserves the shared leadership and operating standard while applying Element branding, contacts, community structure, and game scope.

Role terminology: formal position names govern authority and responsibility. Element-themed names are friendly Discord display roles only unless a written appointment states otherwise.

OFFICIAL ORGANIZATIONAL POLICY

SOCIAL MEDIA & PUBLIC COMMUNICATIONS POLICY Official accounts, personal speech, approvals, corrections, crisis response, archives, accessibility, and material disclosures.

DOCUMENT CODE VERSION EFFECTIVE OWNER COM-POL-002 1.0 AUG 27, 2026 Creative & Media

CONTROL NOTICE This PDF is the controlled distribution version. The accessible web reading version is at adhdesports.joshdisciple.chatgpt.site/policies/social-media-public-communications. If a later version is posted there, the later approved version controls. This policy is organizational guidance, not legal advice.

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1. **Purpose** Element Esports communicates with accuracy, consistency, accessibility, privacy, and respect. This policy separates personal speech from authorized organizational statements and defines the controls for official accounts, streams, media responses, announcements, promotions, and crisis communication.
2. **Scope** Covered communication includes official social accounts, Discord announcements, websites, press releases, interviews, public statements, streams, broadcasts, videos, graphics, newsletters, partner content, roster announcements, member posts created under an organizational assignment, and personal posts that reasonably claim to speak for Element Esports.
3. **Account and role authority** Each official account requires an owner, approved publishers, recovery path, purpose, and archive or handoff plan. Access does not authorize every type of statement. Publishers must stay within assigned content, approval, and crisis authority.
4. **Personal capacity** Members may identify their affiliation and express personal views, but must not imply official endorsement. A disclaimer may help but does not excuse harassment, confidentiality breaches, deceptive commercial claims, threats, doxxing, safeguarding violations, or misuse of organizational assets.
5. **Approval levels**

Routine: approved calendar content within current templates and facts.

Coordinated: rosters, results, collaborations, event announcements, merchandise, creator or player features, and partner deliverables.

Restricted: discipline, safeguarding, minors, security incidents, finances, disputes, legal matters, personnel changes, crisis statements, or unreleased agreements; leadership approval required.

Embargoed: tournament, partner, publisher, platform, or internal information that cannot be released before an authorized time.
6. **Accuracy and sourcing** Verify names, handles, roles, dates, times, scores, standings, links, eligibility, offers, prices, discount terms, statistics, quotations, and asset versions. Do not present rumors as fact, manipulate context, invent testimonials, or use AI-generated material as evidence of a real event.
7. **Privacy and safeguarding** Do not publish private applications, reports, contact data, health or guardian information, account details, private conversations, internal disputes, or identifying information that creates doxxing risk. Minor content requires guardian-approved permission and must not reveal unsafe personal details.
8. **Commercial disclosures** Material relationships such as sponsorship, employment, free products, affiliate commissions, discounts, travel, or other benefits must be disclosed clearly and conspicuously in the content itself. Platform tools may

supplement but not replace an understandable disclosure.

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9. Accessibility Use readable contrast and type, captions or transcripts where practical, meaningful link text, alt text for informative images, limited flashing effects, and plain language for essential instructions. Do not encode essential information only by color, audio, or an image of text.

10. Corrections and deletion Correct material errors promptly. State what changed when context matters. Preserve evidence before deleting content tied to safety, discipline, commercial obligations, security, harassment, or a disputed decision. Deletion must not be used to conceal misconduct or evade records duties.

11. Crisis communication Pause scheduled posts when appropriate; verify immediate facts; identify one authorized spokesperson; protect victims and minors; avoid speculation, blame, or admissions beyond authority; coordinate internal notice; and issue updates only when verified and useful. Safety and evidence preservation take priority over speed.

12. Moderation and public replies Official accounts may remove spam, threats, doxxing, hateful content, scams, explicit material, or restriction evasion consistent with Community Standards. They may not be used to humiliate critics, organize dogpiles, disclose discipline, or conduct unofficial public hearings.

13. Archives and offboarding Keep approved final assets, source links, campaign records, disclosures, partner proof, material corrections, account ownership, and access changes. Departing publishers must transfer drafts, calendars, source files, and account control and may not delete or lock out authorized administrators.

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IMPLEMENTATION CHECKLIST The responsible policy owner should use this checklist to turn the written standard into routine practice.

1 Maintain an official-account and publisher register. 2 Define routine, coordinated, restricted, and embargoed approval owners. 3 Use a pre-publish checklist for facts, rights, privacy, accessibility, and disclosures. 4 Create one crisis contact tree and holding-statement process. 5 Archive partner proof, corrections, and account handoffs.

SHARED ADMINISTRATION Policy status and relationship This is an official Element Esports organizational policy. It supplements the Staff & Player Handbook and does not create employment, collective-bargaining, public-sector, or union rights. A completed agreement, applicable law, platform or tournament rule, or stricter safety requirement may add obligations.

When policies overlap, the most protective applicable safeguarding or safety rule controls immediate action. Findings, corrective action, and appeals use the Discipline & Appeals Policy unless a specific external authority controls.

Administration and interpretation Ownership retains ultimate policy authority. The named policy owner administers day-to-day implementation, may issue consistent procedures and forms, and must elevate material ambiguity, conflicts, or requested exceptions.

Exceptions must be written, limited, lawful, time-bounded when appropriate, and may not waive safeguarding, non-retaliation, fair-play, privacy, or truthful-advertising requirements.

Reporting and non-retaliation Good-faith questions, disclosures, mistakes, and concerns may be raised to a direct lead, department head, Management, Ownership, or the Report a Concern route. A person may bypass the chain when it is unsafe, unavailable, or conflicted.

Retaliation, evidence destruction, witness pressure, coordinated stories, restriction evasion, or misuse of authority to suppress reporting are separate potential violations. An unsubstantiated report is not automatically false or malicious.

Review, records, and appeals Material decisions should identify the issue, governing standard, relevant information, conflicts, action, responsible owner, duration or review date, and required notice. Access to reports and records is limited to legitimate need.

Protective restrictions may be imposed before a finding when safety, minors, accounts, evidence, competition, finances, or operations are reasonably at risk. Formal outcomes and material restrictions may be appealed under Discipline & Appeals.

Training, acknowledgment, and review People with elevated authority or access must receive role-appropriate instruction and acknowledge this policy before or soon after assignment. Leadership should review the policy after a material incident, program change, legal or platform development, or at least annually.

CROSS-REFERENCES

Staff & Player Handbook

Staff & Member Conduct Policy

Discipline & Appeals Policy

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Community Standards

Safeguarding and Minor Participation Policies

Privacy Policy

Brand Guidelines

Applicable role agreement, tournament, platform, publisher, partner, and legal requirements

SOURCE NOTES These sources informed the policy's general prevention, disclosure, security, or rights principles. They do not determine whether employment law or another law applies to a particular volunteer relationship.

FTC, Disclosures 101 for Social Media Influencers:

https://www.ftc.gov/system/files/documents/plain-language/1001a-influencer-guide-508_1.pdf

FTC, Endorsements, Influencers, and Reviews:

<https://www.ftc.gov/business-guidance/advertising-marketing/endorsements-influencers-reviews>

DOCUMENT Owner / authorized representative: _____ APPROVAL

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Questions, reports, and requests for the current controlled copy: contact@elementesports.com