



MISSFIT SOCIAL MEDIA POLICY.

In order for people to quickly recognise the MissFit brand, it's important to establish consistent visuals throughout all platforms. Each branch may have their own Instagram and Facebook pages and must maintain the social media policy in order for MissFit to remain a united Brand. Always keep in mind that if one branch moves away from the core principles and standards MissFit stands for, ALL branches will be affected. We are only as strong as our weakest link and therefore we enforce our social media policy to help you stay within MissFit standards and adhere to the POPIA Act.

NB: Property of MissFit

Please note that all information, photos and content shared by MissFit on MissFit's social media and website remains the property of MissFit Boxing Studios.

Screenshots (or screengrabs) of any of the Posts made by MissFit on their social media pages and website is strictly forbidden unless permission has been requested to and granted by MissFit HQ (special permission to be granted by members visible in any photos etc).

Set up of MissFit branch individual social media pages:

- Your MissFit branch **Instagram username** on Social media must be created as missfit_(branch) with approval from MissFit HQ use an underscore between missfit and Branch) – *Note Instagram can only take lower case letters*
- Your MissFit branch **Facebook username** on Social media must be created as MissFit.(Branch) with approval from MissFit HQ (use a full stop between missfit and Branch) - *Note Facebook can take lower case and uppercase letters*
- Your MissFit branch **Instagram and Facebook Profile name** on Social media must be created as MissFit (Branch) with approval from MissFit HQ - *lower case and uppercase letters allowed*
- Your MissFit branch Social media page **profile images** will be provided to you by MissFit HQ. No other profile pictures may be used.
- All MissFit branch social media pages must have the correct **Bio** as provided by MissFit HQ so that it is clear to all viewers that your branch is part of the main brand which is MissFit.
- All MissFit branch social media pages must show the MissFit website address in the Bio.
- Any other social media platform such as TikTok to be discussed with HQ and approved.

Basic guidelines:

- All messages and posts must be positive and motivational as per MissFit Standards.
- Always ask MissFit HQ for approval or assistance when in doubt.
- MissFit HQ will do regular checks on MissFit branch social media page content and will contact a branch if there may be anything out of line and it is the responsibility of that branch owner or coach to rectify immediately.
- All posts that make use of the MissFit logos and or registered trademarks must be sent to MissFit HQ for approval before posted.

Posts on social media:

1. Photos:

It is the responsibility of each branch owner and coach to:

- a. Take photos of members only when our waiver has been signed.
- b. To ensure that clear photos are taken with good quality cameras and clean lenses.

- c. To ensure photos posted on social media is of accurate form of movements as per MissFit standards.
- d. No logos or elements are added to photos – Only a clean good quality photo.
- e. Photos of members who have not granted permission may not be posted at all, nor can any information of theirs be posted on Social Media, in any way, shape or form. No identifiers of members who have not granted permission to be used in any posts.
- f. Please ensure permission is obtained from members when posting i.e. Member of the Month.
- g. Regarding Studio photos 📷 & videos 📹 couple of rules before posting!!
 - i. Make sure your photos are super CLEAR, not milky, frosty and faint.
 - ii. When posting pics and videos of your ladies in action, make sure the movements are done correctly and bad form is never ever posted, in fact if there is bad form put your phone down and correct it. Form over everything comes first.
 - iii. Please do not post pics or videos that include other branded gloves other than ours.
 - iv. Facilities to always be OCD super clean and pretty in background when posting pics.
 - v. When taking videos, keep the camera nice and still, not to be swinging from side to side. Make sure your video and sound quality is on point.
 - vi. Try post daily, keep it fun, positive, motivated and real, you are always more than welcome to steal from main page if you need a post or even share other facilities posts, sharing is caring.
 - vii. Small things that will make a big difference.

2. Memes and text images:

It is the responsibility of each branch owner and coach to:

- a. Ensure that no copyright images are used. Images taken from Google or any other platform that was not created by MissFit could be subject to copyright infringement.
- b. Always ask MissFit HQ for approval when in doubt.
- c. No memes or text images may be used with MissFit logos or elements

3. Themed posts for campaigns and events:

It is the responsibility of each branch owner and coach to:

- a. Ensure all MissFit posts get approved by MissFit HQ before posting (Excluding Member photos), photos posted are to be of those members who have granted permission by signing our waiver (as part of the membership agreement) as per point 1e and 1f above.
- b. Ask MissFit HQ for designs if you are unable to design your own. Your Own designs must be approved by MissFit HQ before posting.
- c. Ensure no other businesses gain access to MissFit logos or elements unless approved by MissFit HQ, forward all requests to HQ@missfitboxing.com.
- d. Ensure collaborations with other businesses get approved by HQ before the other party may receive access to MissFit Logos or elements, forward all requests to HQ@missfitboxing.com.
- e. Ensure the intricate details of the campaign/event is discussed and approved by HQ.

4. Hashtags and Handles:

It is the responsibility of each branch owner and coach to:

- a. Ensure any private endeavours of a MissFit owner or coach is not promoted via MissFit branch Social media.

- b. Ensure any endeavours or businesses non MissFit related is not promoted via MissFit branch Social media.
- c. Ensure that all MissFit related handles and hashtags as provided by HQ is included in every post on MissFit branch Social media.

5. Promotion of third parties including but not limited to brands or businesses:

No promotion of other businesses, brands or services may be posted on any MissFit platform without the approval by MissFit HQ.

6. Personal Training – Coaches Social Media

- a. The advertising of MissFit personal training may not conflict with MissFit products and services such as Group Training (more than 2 people), price range may not be less than R200 per person per session. Products or brands that are in direct conflict with what MissFit offers now and in future will not be allowed.
- b. Coaches may not use MissFit resources, social media, and/or website to promote personal training. This is an additional perk allowed by owners during coaches “dead hours” for extra income, not to create a business leveraging off employment with MissFit.
- c. MissFit HQ including facility owners, does not take any liability for personal training should any legal action be taken in terms of personal training advertised within studio.
- d. All personal trainers must be certified and have Personal Indemnity insurance in place to promote personal training under MissFit and adhere to all legal compliance, including and not limited to the POPIA Act.

By signing below,

I, (name/s) _____

have read and agree to enforce the above policy statements.

I understand that myself as well as any and all employees with and under the registered (PTY) company _____

are bound to enforce the above policy statements with regard to Social Media posting for MissFit (branch/es) _____.

Name/s: _____

Signature/s: _____

Date: _____

