



NEWS RELEASE

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DALLAS COWBOYS SOCIAL MEDIA POLICY

Please note that this league-mandated policy is not new - it has been in place for a number of years, and it is in line with the National Football League's online video regulations. The purpose of this advisory is to serve as a reminder due to recent technology and applications that have made live-reporting and live-streaming broadcasts widely viable for individual operators (including, but not limited to, Facebook, Twitter, Instagram, Snapchat, TikTok, etc.).

If you have any questions about the policy outlined below, please contact a member of the Dallas Cowboys public relations staff.

* Open locker room at The Star and open practice sessions at The Star or AT&T Stadium, **may not be live tweeted or broadcast live** by an individual or media outlet (this includes the use of social media applications such as Facebook, Twitter, Instagram, Snapchat, TikTok, among others).

* Video footage from press conferences and player interview sessions **may not be disseminated on any social media platforms, in any form**. A direct link back to your organization's website with the above footage is allowed as long as the footage complies with the NFL's online video regulations.

* Camera phones will be permitted to take **only still photos** during permissible "shooting" periods at practice and **will not be permitted to shoot video or still photos** in the locker room following practices.

* Signs, notes and other personal items or information posted in and around the locker room and at player lockers are **not to be photographed, captured on cell phone or traditional video or reported on.**

* Traditional video and still photography must **adhere to capturing only "tight shots" of individual players** during the portions of practice that include personnel groups or full plays – special teams period, 7-on-7, etc.

* In accordance with the National Football League's online video regulations, any content (live or otherwise) gathered through credentialed access **may not be archived online for longer than 24 hours and must be limited to 90 seconds in length per day**.

* No content can be streamed online by any media outlet unless the approved stream is simulcast live on the outlet's television or radio broadcast.

* **Still photography and live video of any kind in and around the team's locker room is not permitted** by an individual or media outlet unless prior approval has been granted by the Dallas Cowboys public relations department. **(This includes, but is not limited to uses on Twitter, Facebook, Instagram, TikTok, etc.).**

Members of the media utilizing social media applications MUST adhere to the following guidelines at The Star and AT&T Stadium:

- NO live reports of any kind can be filed from the practice field** through social media and/or on-air radio call-ins.
- NO use of camera phones for video** at practice or in the locker room following practice
- NO detailed speculation as to the potential nature or severity of an injury or level of practice participation** until the injury report is issued
- NO reporting of schemes, formations, personnel groups or plays** is permitted at any time
- NO still photos** in or around the locker room
- NO reporting of signs, notes or photographs** posted in and around the locker room and at player lockers

***** Failure to adhere to any of the above guidelines may result in the suspension or loss of credentials and access by an individual or media outlet. *****