REAL MADRID – OFFICIAL GUIDELINES

1. Club Image and Reputation

- Always maintain a respectful tone towards Real Madrid, its history, values and institution.
- Avoid disrespectful comments, provocations or negative remarks about the Club, its management or representatives.
- Avoid comparisons with other clubs that could generate controversy.
- Refrain from making statements that could be interpreted as criticism of the Club's President or sporting management.

2. Players and Club Representatives

- Show respect towards all players, coaches and Club staff members.
- Avoid personal comments, subjective judgments or jokes that could be considered offensive.
- Do not refer to rumours, internal conflicts, potential transfers, contract renewals or contractual matters.
- **RM Legend - Meet & Greet:** Do not use the opportunity to ask sensitive or controversial questions, seek provocative headlines or bring up personal matters. Avoid putting him in uncomfortable situations. Instead, focus on his career, experiences, memories, Real Madrid values and his relationship with the Club.

3. Content During the Visit

- Do not film or photograph any areas, facilities or individuals without prior authorisation.
- Do not share internal information about the operations of Ciudad Real Madrid, **except for information specifically related to the maintenance and care of green areas**.
- Do not capture or share Club documents, screens, operational information or internal materials.
- Always follow the instructions provided by the Club staff accompanying the visit.

4. Social Media Publications

- Avoid headlines, comments or posts that could negatively affect the image or reputation of Real Madrid or anyone participating in the visit.
- Do not take statements out of context or edit videos in a way that changes the intended meaning of any responses.
- Do not publish images of Club employees without prior authorisation.
- If you have any doubts about whether content recorded during the visit can be shared, please consult both the WORX and Real Madrid teams before publishing.

In Summary – Key Rules to Follow

1. Do not create content that mocks, discredits or attacks Real Madrid, its players, President, employees or ambassadors.
2. Do not use the visit to generate controversy, encourage confrontation or provoke controversial statements.
3. Do not publish internal, confidential or unauthorised information.
4. Do not make statements on behalf of Real Madrid or attribute opinions to the Club that it has not officially expressed.

Official Real Madrid Social Media Accounts

- **Instagram:** https://www.instagram.com/realmadrid/
- **YouTube:** https://www.youtube.com/@realmadrid
- **TikTok:** https://www.tiktok.com/@realmadrid?lang=es
- **Facebook:** https://www.facebook.com/RealMadrid/
- **X:** https://x.com/realmadrid
- **Snapchat:** https://www.snapchat.com/@realmadrid