

## Social Media Policy

This policy aims to support the Rugby Club management and its members in safely and effectively using social media to communicate with club members and the wider community. This social media club policy aims to protect the reputation of the club, directors, committee and members it serves. Rossendale RUFC also supports the RFU guidance on social media.

### Scope

This policy applies to all social media forums and accounts both existing at the time of its publication and that may emerge over time.

This policy applies to all club members, parents of juniors and anybody wishing to establish an account bearing any identification of, or alluding to association with Rossendale RUFC.

### Social Media

Any computer based platform where members can create and share content including but not limited to Facebook, Twitter, Instagram, Linked In

It is not permitted for a social media account to carry the official name or badge of the club or imply an association in any way with the club without the official approval of the committee.

Social media accounts registered and approved by the committee will become subject to these social media guidelines and uphold this policy at all times.

Any representative of the club wishing to establish a social media presence on behalf of the club must apply in writing to the committee, outlining the purpose of the social media channel, demonstrating the benefits to the club and how the practical aspects of capturing and sharing content over the channel will be managed, in addition to outlining how this policy will be upheld in relation to security and reputational risk

The committee reserves the right to decline any requests received on reasonable grounds including lack of resource to effectively manage and engage across the channel, the reputation risks or if the purpose outlined is contra to the general interests/ focus of the club as a whole.

The committee can remove permission for a social media account to exist as an official account where they feel that the rationale for the benefit to the club has dissolved, management of the account has become problematic or there has been a repeated breach of the social media policy.

### Ownership of official social media accounts

All social media accounts established on behalf of the club remain under the ownership of the club at all times. Administration access to the accounts must be given up when requested by the committee.

Social media accounts established on behalf of the club will present a professional image/ shop window at all times with a description of the club and link to the official club web site where appropriate.

Accounts will have a minimum of three representatives acting as administrators (one of which will be a Director of the club) to ensure that accounts can be accessed easily during times of holiday and absence.

## **Social Media Policy cont.**

Administrators of the clubs official social media accounts must agree to sign up to this social media policy and conduct themselves in a way that is appropriate in upholding and building a positive image of the club at all times.

Administrators of the clubs official social media accounts will agree not to act on any conflicts of interest, and must not promote their own products or services across the official social media accounts of the club unless expressly agreed in advance by the committee.

### **Safeguarding Children on Social Media**

Children under the age of 13 are not permitted to establish a Facebook account. The nature of social media and cookie tracking in digital environments puts children under this age at considerable risk.

No official club social media channel or Administrator of the club's official accounts will use social media to communicate or engage with children aged under 13. Please note that parental permission does not constitute permission to breach this element of the policy.

### **Responsibility to Club Members**

Any representative of the official social media accounts for the club must not by their actions jeopardise the privacy of any member associated with the club. Data gathered through social media channels should not be published without the consent of the membership. This includes allowing members the option of opting out of any social media directory produced.

Administrators agree not to spam or communicate with members of social media groups/ forums in a way that could be determined as being of detriment to the reputation of the club.

Administrators agree not to pursue public debates that could bring the club and/or the game of Rugby into disrepute more widely or proactively provoke members of the club to do the same.

Confidentiality must be upheld across the club social media channels at all times, no direct messages should be made public without the consent of the person responsible for the original post and content discussed within meetings may not be disclosed on social media unless agreed by those present.

### **Social Media Content**

The content posted across official social media accounts must be relevant, age appropriate and uphold the club's reputation at all times. Administrators distributing content on behalf of the club will ensure that the appropriate agreements have been sought on any photographs or film footage uploaded and shared within social media environments across the official accounts.

Administrators of club official accounts must be aware that any content (photos and film) posted on social media passes on ownership of the material to the social media provider e.g. Facebook. Therefore, caution must be extended in passing on rights over club material (of value) to a third party.

Administrators must make all best efforts to ensure privacy of players etc. especially when injuries etc. occur. Videos/photos of injuries should not appear on official sites without express consent of the individual.