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Clitheroe Rugby Union Football Club | Littlemoor Road, Clitheroe, Lancs. 01200 422261 | [www.clitheroerugby.com](http://www.clitheroerugby.com)

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## **CLITHEROE RUGBY CLUB SOCIAL MEDIA POLICY STATEMENT**

### **Introduction**

Members of Clitheroe Rugby Union Football Club ("Clitheroe RUFC") enjoy the opportunities and rewards of a community-based sports club combined with affiliation to county and national rugby union associations. It is subsequently expected that members will uphold the ethos and values of the Club in all social media interactions. Members will act in such a way that promotes the image of Clitheroe RUFC, the wider game and rugby community.

### **Purpose**

Social media is a prominent method of communication at Clitheroe RUFC, where we can express opinions, and engage with members along with the wider community. This policy demonstrates how we ensure that we are represented in a suitable way, support members and the wider community to communicate and can take action should the need arise. Through this policy we are able to remind our members of the importance of ensuring that all our social networking streams should be used thoughtfully and responsibly.

### **Defining Social Media**

We have a number of social media sources which we take advantage of. The following are examples of what we currently use but does not constitute an exhaustive list:

- Facebook groups and pages
- Twitter
- Instagram
- WhatsApp groups (different sections or teams in the Club)

There are others which are not named here, but these should be considered to be electronic communication where individuals can interact online, be it within applications or on web pages, where the banner includes the Club's name or branding, in part or in full.

### **Content**

Whilst the Club positively encourages social networking among members, we are mindful of the need to ensure that all content is suitable for publication and does not breach any laws or common decency. Participants should be aware that comments which bring the Club or game into disrepute, are threatening,

abusive, indecent or insulting, may lead to disciplinary action being taken. Comments of this nature may also attract civil or criminal action against the author(s). In addition, any abuse of match officials, opposition etc may be deemed by the RFU to bring the game into disrepute and lead to disciplinary sanctions against both the author and / or the Club.

## **Safeguarding**

Clitheroe RUFC is committed to safeguarding children and vulnerable adults, this includes online safety. In the same way that the club has responsibility for the physical safety of Mini and Youth members when on the Club's premises, the club must also ensure that there is nothing on its website nor social media, which could harm a child, directly or indirectly. Social media content, which can be posted by all members, will be moderated to ensure inappropriate content is removed. All social media use relating to those who are under 18 years of age will reflect the clubs Safeguarding Policy. Any concerns relating safeguarding must be reported to the club's Safeguarding Officer [safeguarding@clitheroerugby.com](mailto:safeguarding@clitheroerugby.com). As part of the registration process, parents of those who are under 18 years of age will have given / not given their consent for photos to be shared and photographs should always be of the activity and the team, not of one individual. Members must be 13 years or older to join any Clitheroe Rugby Club social media group / account.

### **Club Guidelines:**

- All Age Group communications – for example fixture information, team selection – this should be sent via the relevant Whatsapp Group (or other dedicated electronic means).
- Where email is used this should only be sent using email groups comprising email addresses given by parents. If email is used to communicate with multiple members / parents, the blind copy function must be used.
- An email should not be sent to a child unless the parent is also copied in. Such messages should only come from age group coaches or administrators as communicated to Parents.
- Other Online (Social Media) Services - No Club member may initiate a social media outlet that is directly linked and intended to be used by Clitheroe members without the express permission of the Club Committee.
- Administrators of social media outlets must ensure the content complies with this policy.

## **Cyber Bullying**

All reports of cyber-bullying and other technology misuses will be investigated fully and if relating to a child, subject to the clubs Safeguarding Policy.

## **General Guidance**

These are public forums, so treat them as such.

- Members are expected to show respect to others, including other members of Clitheroe RUFC and the wider rugby community, and to act at all times within the core values of the game
- Individuals and organisations are strictly responsible for any posting on their account(s)
- Respect the rights and confidentiality of others
- Re-posting or re-tweeting inappropriate content represents an endorsement of that content and can be actionable
- Do not use abusive, derogatory, vulgar or sexual language
- Do not criticise or imply bias in match officials
- At all times, exercise discretion and respect for clubs, players, fans and the game's partners

- Deleting or apologising publicly for an improper posting does not prevent disciplinary action being taken
- Consider “protecting” Tweets and changing security/visibility of Facebook accounts

### **Do's and Don'ts**

Follow the general guidelines above and:

- Do show your personality and be approachable
- Do share your achievements
- Do let people know what it is like to be a player/official
- Do post regular comments to grow and engage with an audience
- Do report any content that you encounter that is in breach of this policy
- Don't comment if you have any concerns about the consequences
- Don't link to unsuitable content
- Don't get into disputes with audience
- Don't share or elicit personal detail

### **Take down policy**

Clubs are aware that they can be vicariously liable for material published by employees in the course of their employment, for example on an official website, Facebook site or Twitter feed, or published by employees outside work via a work email address or a work Twitter handle. We insist that:

- Participants clearly identify themselves
- Participants follow standards mentioned above and align to the RFU's Core Values and the guidelines
- Should an administrator deem an article, post or comment contradicts the guidelines above it will be taken down at the earliest possible opportunity

### **Reporting**

Any grievance, criticism or resentment should be directed in person to the individual or respective managers or coaches. Matters of a more serious or contentious nature should be discussed with the Club's Committee, via the Club secretary, by emailing [secretary@clitheroerugby.com](mailto:secretary@clitheroerugby.com)

### **Use of the Club Badge**

The Club would like to remind members that the Club badge and name should not be used by anyone without prior written request being made to Clitheroe RUFC Committee, via the Club secretary, by emailing [secretary@clitheroerugby.com](mailto:secretary@clitheroerugby.com)

Chairman:

Bob Wilkinson

Date:

Secretary:

Roger Holmes

Date: