



Ballina R.F.C.

Social Media Policy

Introduction

Ballina Rugby Football Club (hereinafter “the club”) recognises the importance of social media as a tool for engaging with its members and supporter base. This policy is designed to protect the interests and reputation of the club, Connacht Rugby, the IRFU and its stakeholders by ensuring committee members, coaching and volunteers are equipped with the requisite knowledge and skills to appropriately use social media.

This policy document aims to specify the tools to record all current and future club activity to create a rich historical record of club activities. It also seeks to create a single repository of club member/supporter contact information that can be leveraged to assist the club in fundraising and other club events.

This policy will also set out guidelines as to what club information should be published on social networks as well as setting out what information should never be published by any member of the club.

The club Social Media Policy includes, but is not limited to, the use of Twitter, Facebook, YouTube, blogs, websites and any other public online forum.

This policy applies to all committee members, players, coaches, contractors and volunteers.

The Club is not seeking to restrict the use of social media but to create clear lines between private and Club material and set guidelines where material relates to the Club.

Official sites

As more and more social communication technologies come on stream it is necessary to define the clubs communication tools. The proliferation of different online communication tools creates a major challenge for most organisations to provide a single source for communication of all club activities.

The quality of an organisation’s communications quickly decreases relative to the quantity of accounts/social media tools used. It is therefore necessary to specify the social media tools / accounts the club will use. With multiple social media tools and accounts in use means that in order for a member/supporter to be informed of all club activities it will be necessary for them to be aware of and subscribe to all accounts/tools. (at the time of writing the club has 6 Facebook accounts, 2 twitter etc. accounts, 1 web site, at least 1 WhatsApp group and multiple email addresses in use).

Restricting the proliferation of club social media accounts and encouraging all club members/supporters to use only limited tools is the only way to ensure that members and supporters are made aware of all activities within the club. Prioritising the publishing of all



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content to the club's website also serves to automatically store an official historical record of all club activity.

The club will therefore restrict its official social media presence. The club's official online & mobile content can be found at the following addresses:

Club Website: www.BallinaRFC.com

Facebook: www.Facebook.com/BallinaRFC

Twitter: www.twitter.com/BallinaRFC

Club Mobile Phone App:

iPhone: <http://www.pitchero.com/iphone-app>

Android: <https://play.google.com/store/apps/details?id=com.pitchero.ph>

There are no other official sites, social media or online platforms which are managed or moderated by The Club – the membership will be advised of any additional online and mobile resources as approved by the committee.

Individuals or groups who establish an online presence in any form, or publish content in electronic or printed form, either of which refers in any way to "Ballina Rugby Football Club." (and/or associated "reserved terms")* or uses any images in which The Club or its members & supporters are represented, do so without any consent or authority of the club itself. The Club will not take responsibility for any content published outside of the official sites listed above.

Club members should not create any new social media accounts or tools for any activities relating to the club.

*The Club also reserves for official use the following terms:

Ballina Rugby Club, Ballina RFC, Ballina Rugby, Ballina Mini Rugby, Ballina Youth Rugby, Ballina Rugby Football Club, Rugby Club Ballina

Any use of the above terms, outside of official club electronic and other publications, is done without the sanction of The Club, which takes no responsibility for any unauthorised content attributed to or linked with said terms.

Any complaints regarding offensive or otherwise objectionable content in official club publications and sites should be reported directly to the club PRO.

Issues with unofficial online content and external publications should be directed to the author of said content and also reported to the club PRO.



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Required Online Content

This policy requires that the all activity within the club should be posted on the club's website. Following posting on the website it should also be dispersed on the other official media tools.

Sections (Senior/Youth/Girls/Mini/Tag/Administration/Fundraising/Disco) within the club should ensure that at all times the following information is present and up to date on the club website:

- League, Competitive and Friendly playing fixtures
- Results from all fixtures (Excluding Mini).
- Club social and fund raising activities.
- All lotto & competition results.

Authors of content should update the club website and are encouraged to use the quick links to share all new content to the Official Club Facebook and twitter pages.

Changes to any fixtures should be communicated using the club's website. This will ensure that parents are contacted where players are under the age of 14.

Though not mandatory all team managers are encouraged to use the team management facilities within the club website. This not only automates much of the necessary communication with players/parents it also enriches our historical records.

Section managers must nominate a volunteers(s) (Parent/player/student/coach etc.) that can update the website on behalf of the club. The only stipulations are that those nominated are keep informed of all activity within the section and that content authors adhere to the guidelines below. Access to features of the all functions of the website are restricted and will be provided to content authors based on need.

Guidelines for uploading of content

While any member or supporter of the club may upload photos/video to the club website however by default, this must be cleared by the website/content administrators in order to ensure that it meets all child protection and club guidelines.

Content authors must:

- Upon becoming an author seek full training through the club PRO.
- Only use information, contacts strictly for club activities.
- Ensure that all news, fixtures, events and results are posted on the club website in a timely manner.
- Where found remove (if possible) and report to the club PRO any content posted on any social media site controlled by Ballina RFC that may bring the club into disrepute.



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This includes but is not limited to negative or derogatory comments about players, opponents, officials, grounds, supporters, coaching or volunteer staff of the club or any other club/organisation.

- Never attempt to communicate with any person under 14.
- Never release any information or updates on any player injury.
- Encourage supporters to sign up to the club website. This will help the club promote its activities to the greater community.

Non-compliance and Liability

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member, as outlined in our constitution. In addition to The Club being subject to fines and penalties, members themselves may also face disciplinary action from parent organizations to which the club is affiliated.

Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the Gardai.

Next Steps

In order to accelerate the collection of contact details of the clubs and supporters it is advisable to move all registration to online payments via the club website. This will ensure that all player and parent details can be collected and provide a single tool for managing membership and promoting club events.

A series of messages / posts should be made on all sites informing them of this policy and encouraging follower/friends/recipients to sign up to receive all official club information from the above sources.

The following actions will also be required.

All Committee members signed up to the club website	August 2016
Agreement that membership is paid using the online payment system.	August 2016
Agreement on membership fees for all membership types	August 2016
Nomination and training of content authors to cover all areas of the club	Sept. 2016
Publishing of all fixtures for all areas of the club	October 2016
All fundraising activities, News and Events	Ongoing



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What is available with our current site?

